KEYWORD RESEARCH:

The Definitive Guide

BACKLINKO

BACKLINKO.COM

This is the ultimate guide to keyword research in 2019.

In this comprehensive guide I'll cover:

- How to find keywords
- How to choose the right keywords
- How to use keyword research tools
- Advanced keyword research tips
- Lots more

So if you want higher Google rankings and more traffic, you'll love this guide.

Let's get started.

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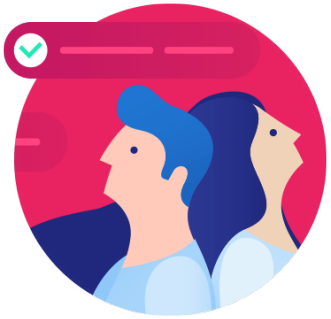

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Chapter 1

Keyword Research Basics

In this chapter I'll cover the fundamentals of keyword research.

First, you'll learn exactly what keyword research is (and why it's so important for SEO).

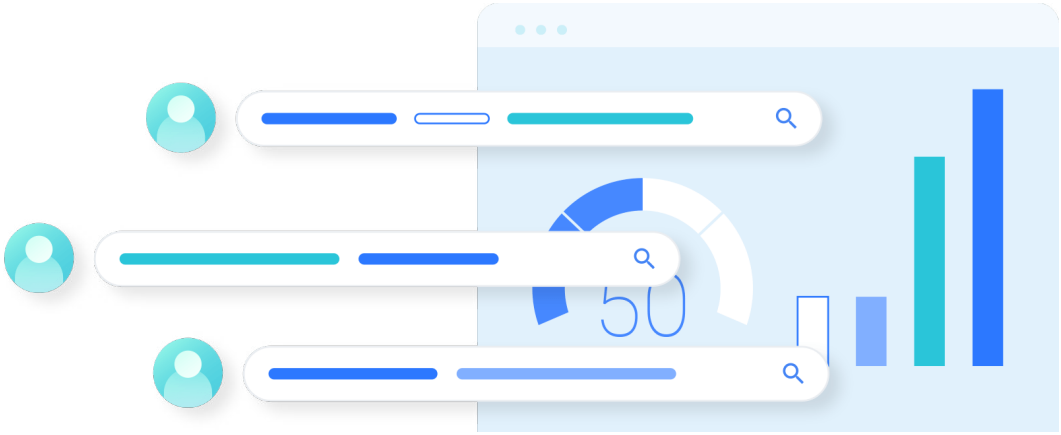
I'll also show you how keyword research helped grow my site's search engine traffic to 100k+ unique visitors per month.

What is Keyword Research?

Keyword research is the process of discovering words and phrases that people use in search engines with the ultimate goal of optimizing content around those terms.

Why is Keyword Research Important for SEO?

Keyword research impacts every other SEO task that you perform, including finding content topics, on-page SEO, and outreach and promotion.



That's why keyword research is usually the **first** step of any SEO campaign.

Put another way:

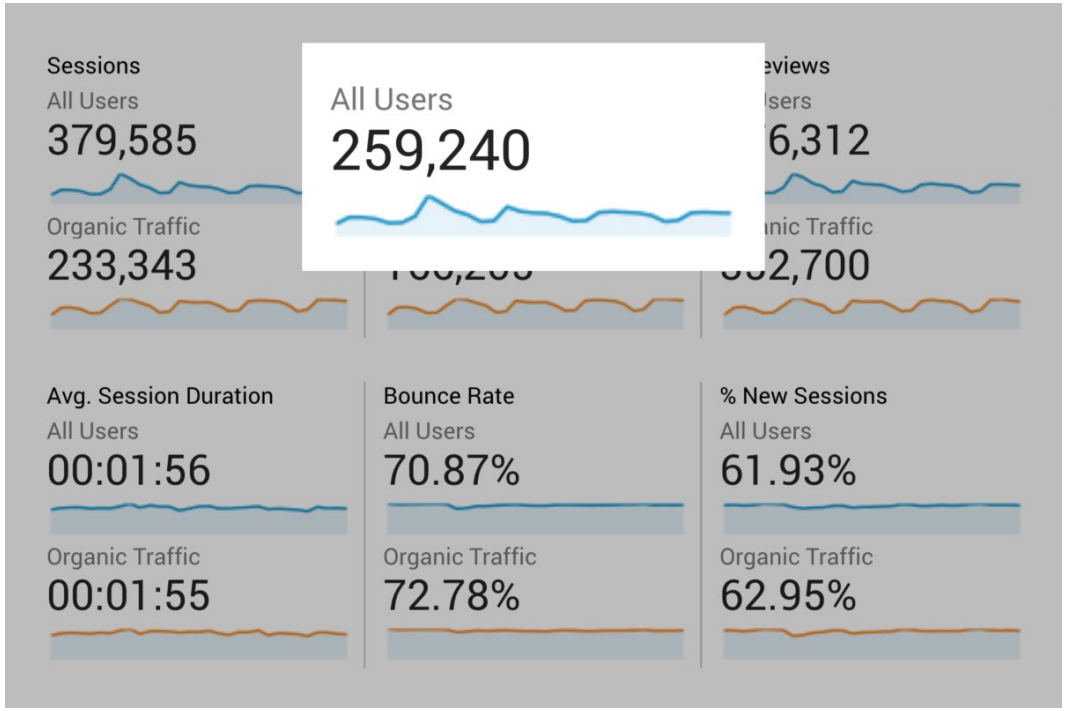
Keywords are like a compass for your SEO campaigns: they tell you where to go and whether or not you're making progress.

As a bonus, researching keywords help you figure out the thoughts, fears, and desires of your target market. That's because keywords research gives you tremendous insight into what potential customers searching for... and the exact words and phrases that they use.

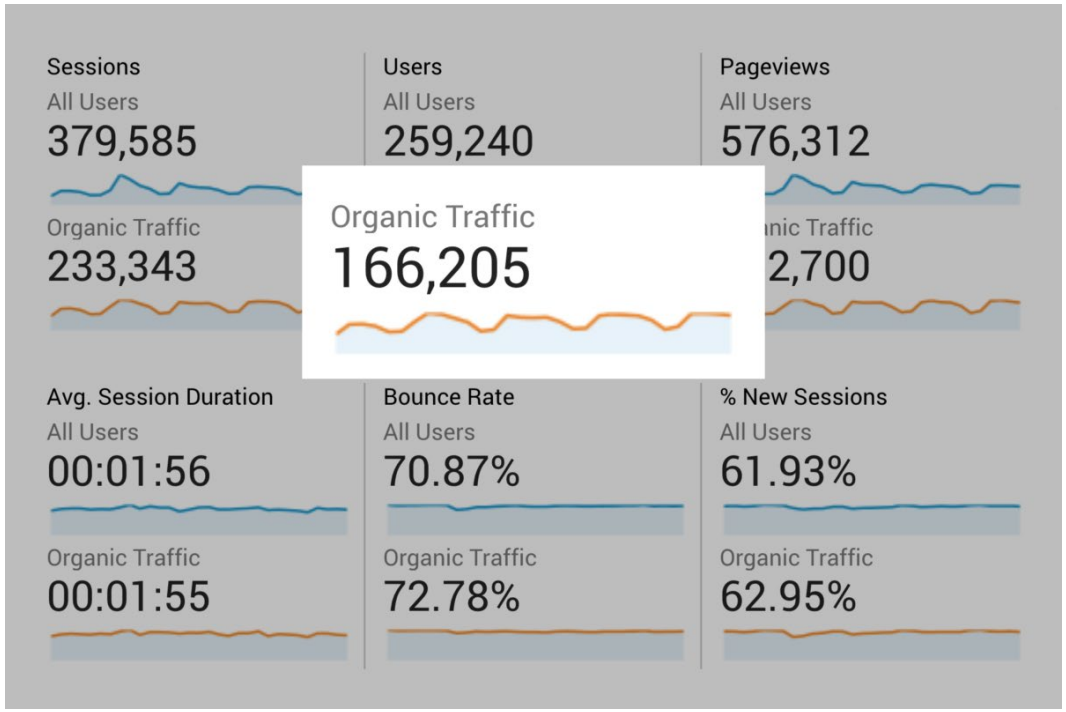
In fact, keyword research is just market research for the 21st century.

How Keyword Research Helped My Site's Traffic Grow

Today, my site generates 259,240 visitors every month:



And 166,205 of those visitors (62.95%) come from Google:



Obviously, there are a lot of factors that went into my site's success with SEO, including content, on-site optimization, link building and technical SEO.

But the #1 factor that contributed to my site's traffic growth was keyword research.

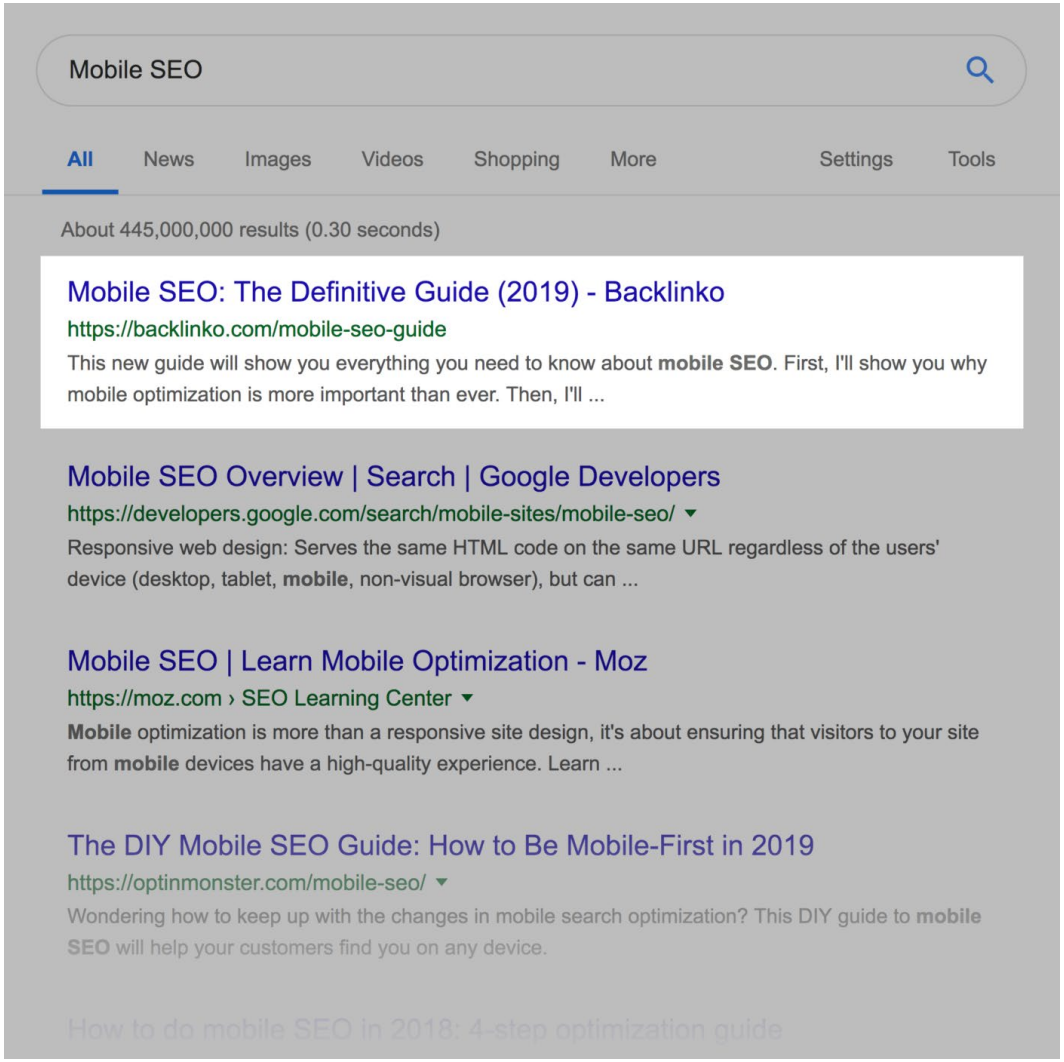
For example:

A few months ago I used the strategies from this guide to uncover an awesome, low-competition keyword: mobile SEO.

And I created a piece of SEO-optimized content around that term: The Definitive Guide to Mobile SEO.

BACKLINKO
ABOUT
CONTACT
NEWSLETTER
MOBILE SEO:
The Definitive Guide
This new guide will show you everything you need to know about mobile SEO.
First, I'll show you why mobile optimization is more important than ever.
Then, I'll help you get your website ready for Google's mobile-first index.
Sound good? Let's dive right in...

Because that keyword wasn't super competitive, my site quickly hit the #1 spot in Google:


Mobile SEO
All
News
Images
Videos
Shopping
More
Settings
Tools
About 445,000,000 results (0.30 seconds)
Mobile SEO: The Definitive Guide (2019) - Backlinko
https://backlinko.com/mobile-seo-guide
This new guide will show you everything you need to know about mobile SEO. First, I'll show you why mobile optimization is more important than ever. Then, I'll ...
Mobile SEO Overview | Search | Google Developers
https://developers.google.com/search/mobile-sites/mobile-seo/
Responsive web design: Serves the same HTML code on the same URL regardless of the users' device (desktop, tablet, mobile, non-visual browser), but can ...
Mobile SEO | Learn Mobile Optimization - Moz
https://moz.com › SEO Learning Center
Mobile optimization is more than a responsive site design, it's about ensuring that visitors to your site from mobile devices have a high-quality experience. Learn ...
The DIY Mobile SEO Guide: How to Be Mobile-First in 2019
https://optinmonster.com/mobile-seo/
Wondering how to keep up with the changes in mobile search optimization? This DIY guide to mobile SEO will help your customers find you on any device.
How to do mobile SEO in 2018: 4-step optimization guide

And thanks to that #1 ranking, that single page brings in hundreds of visitors from Google every month:

Landing Page	Acquisition		
	Sessions	% New Sessions	New Users
Organic Traffic	1,291 % of Total: 0.40% (323,037)	42.22 Avg for V 56. (-24.9	545 % of Total: 0.30% (181,676)
1. /mobile-seo-guide	**1,291** (100.00%)	42.2	545 (100.00%)

With that, it's time for chapter 2.

Chapter 2

How to Find Keyword Ideas

Now it's time to get into the nitty gritty of keyword research.

Specifically, it's time to generate a list of keywords.

And in this chapter I'm going to show you proven strategies that you can use to come up with keyword ideas.

Let's dive right in.

Brainstorm a List of Topics

Here's where you come up with topics that your target customer is interested in.

For example, let's say that you run a digital marketing agency.

Well, you'd want to ask yourself: "What **topics** do people search for that are related to my business?"

Some topics that come to mind would be things like:

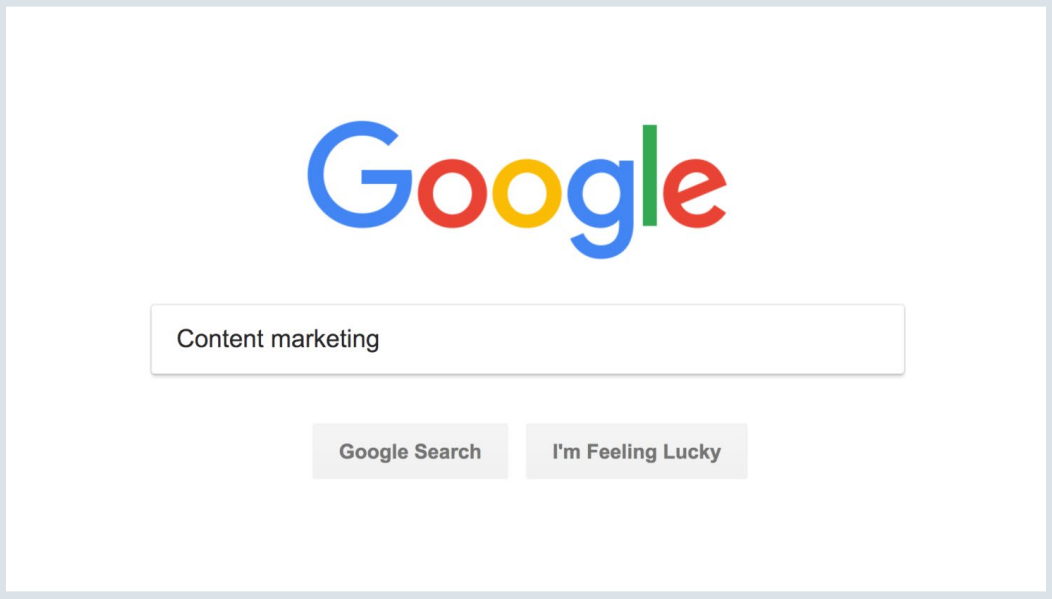
- Social media
- Email marketing
- Website traffic
- Content marketing
- Blogging
- PPC

Note: These topics aren't keywords. They're broad topics that you'll ultimately use to drill down to specific keywords.

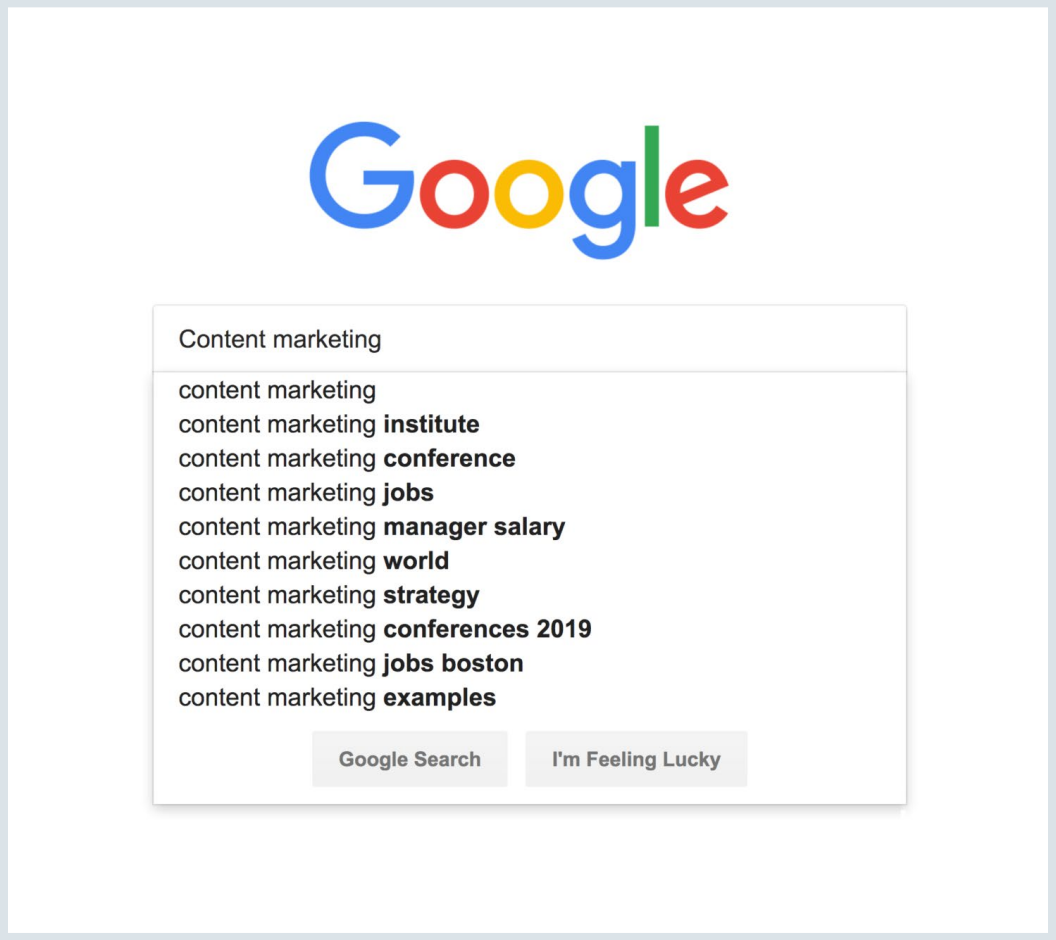
Which is exactly what you're going to learn how to do right now...

Use Google and YouTube Suggest

Now that you have a list of topics, type each one of them into Google.



And see what terms that Google Suggests to you.



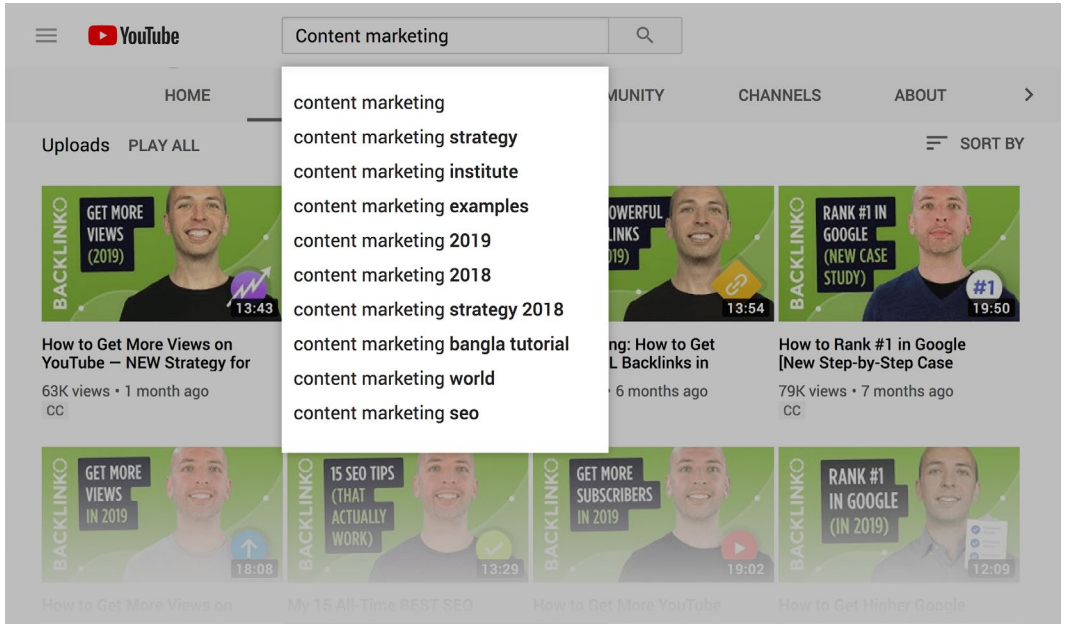
These are great keywords to add to your list.

Why?

Because if Google suggests a keyword, you KNOW that lots of people are searching for it.

But you don't need to stop with Google Suggest.

You can also find keyword suggestions with YouTube Suggest:

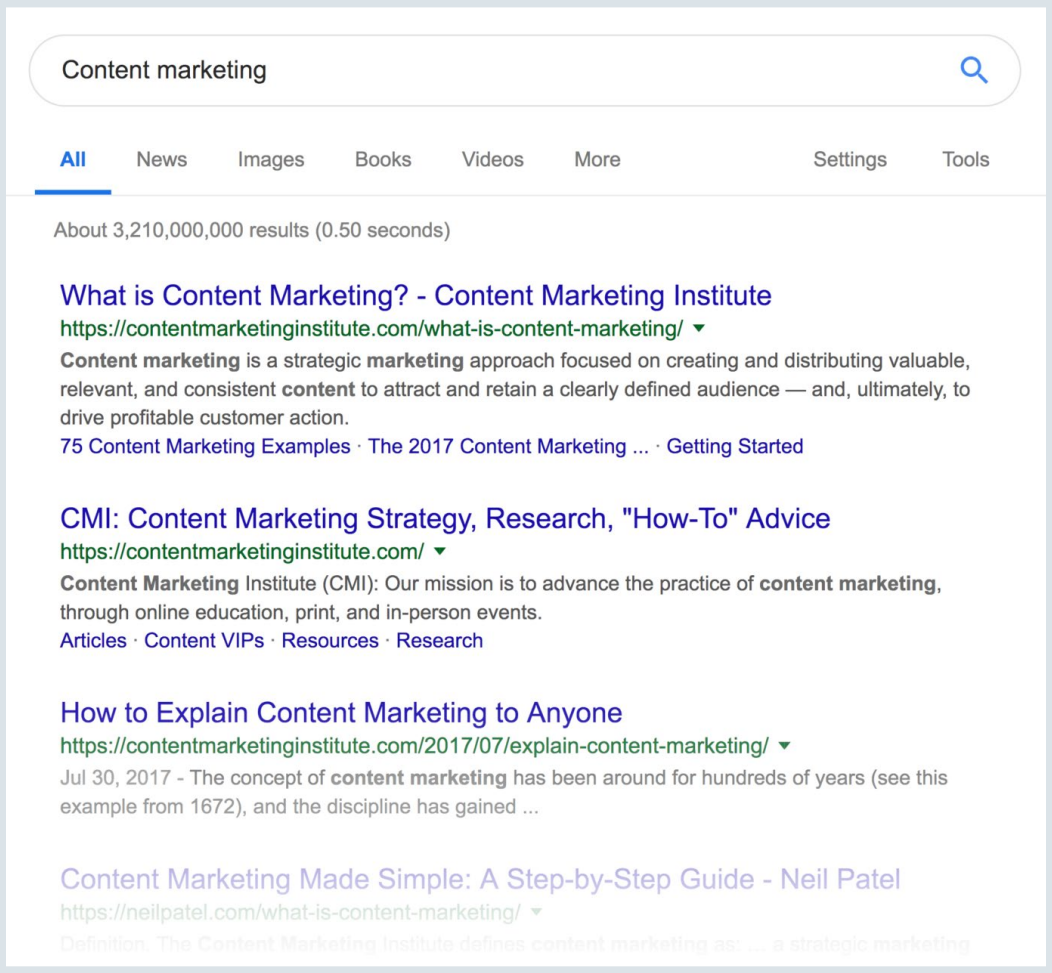


Searches Related To

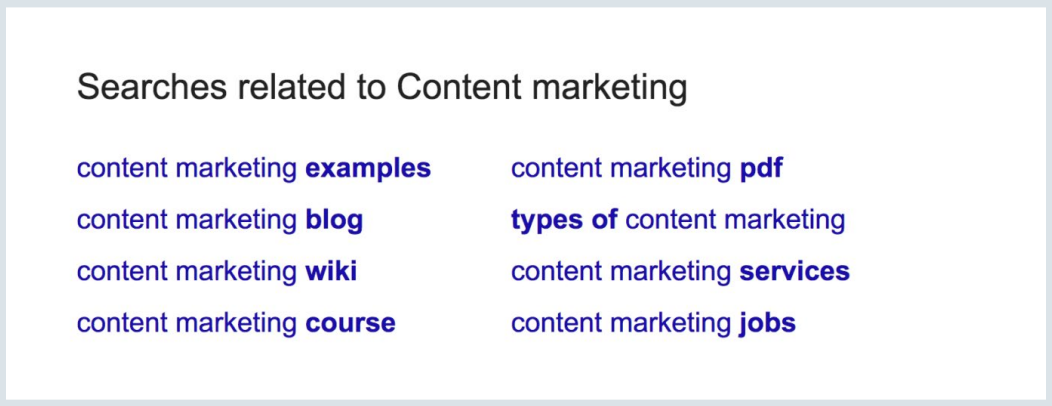
Another cool way to find keywords is to check out the “Searches Related to” section at the bottom of Google’s search results.

For example, let’s say one of your topics was “content marketing”.

Well, you’d want to search for that keyword in Google.


Content marketing
All
News
Images
Books
Videos
More
Settings
Tools
About 3,210,000,000 results (0.50 seconds)
What is Content Marketing? - Content Marketing Institute
https://contentmarketinginstitute.com/what-is-content-marketing/
Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.
75 Content Marketing Examples · The 2017 Content Marketing ... · Getting Started
CMI: Content Marketing Strategy, Research, "How-To" Advice
https://contentmarketinginstitute.com/
Content Marketing Institute (CMI): Our mission is to advance the practice of content marketing, through online education, print, and in-person events.
Articles · Content VIPs · Resources · Research
How to Explain Content Marketing to Anyone
https://contentmarketinginstitute.com/2017/07/explain-content-marketing/
Jul 30, 2017 - The concept of content marketing has been around for hundreds of years (see this example from 1672), and the discipline has gained ...
Content Marketing Made Simple: A Step-by-Step Guide - Neil Patel
https://neilpatel.com/what-is-content-marketing/
Definition. The Content Marketing Institute defines content marketing as: ... a strategic marketing

And scroll to the bottom of the page. You'll find a list of 8 keywords that are closely related to your search term.



Just like with Google Suggest, these are keyword ideas **that come straight from Google**. So you don't need to guess whether or not they're popular. Google is literally telling you: "Tons of people search for these keywords."

Pro Tip: Click on one of the "Searches Related To" keywords.

Then, scroll to the bottom of THOSE results. This will give you a new list of related keywords. Rinse and repeat.

Find Keywords on Reddit

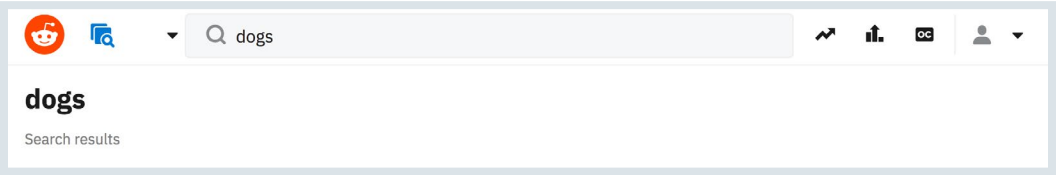
Chances are your target audience hangs out on Reddit.

Which means, with a little stalking, you can find fistfuls of Niche Topics with ease.

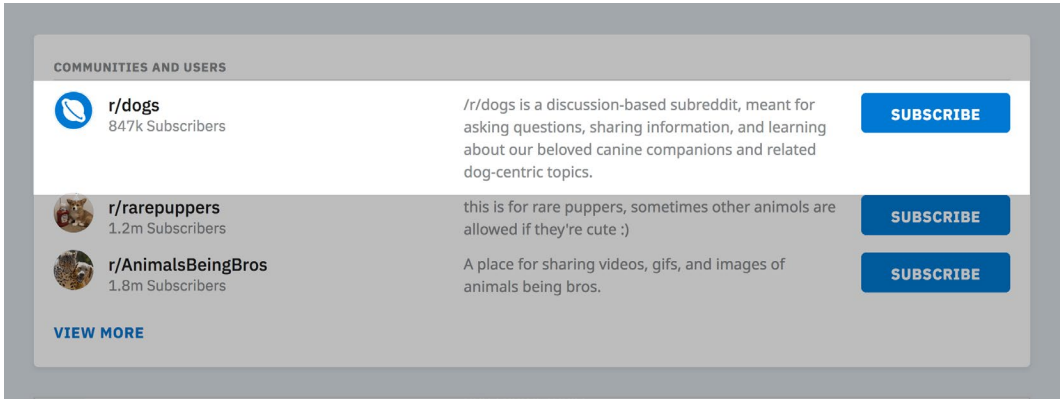
Here's how:

Let's say that you run a site that sells organic dog food.

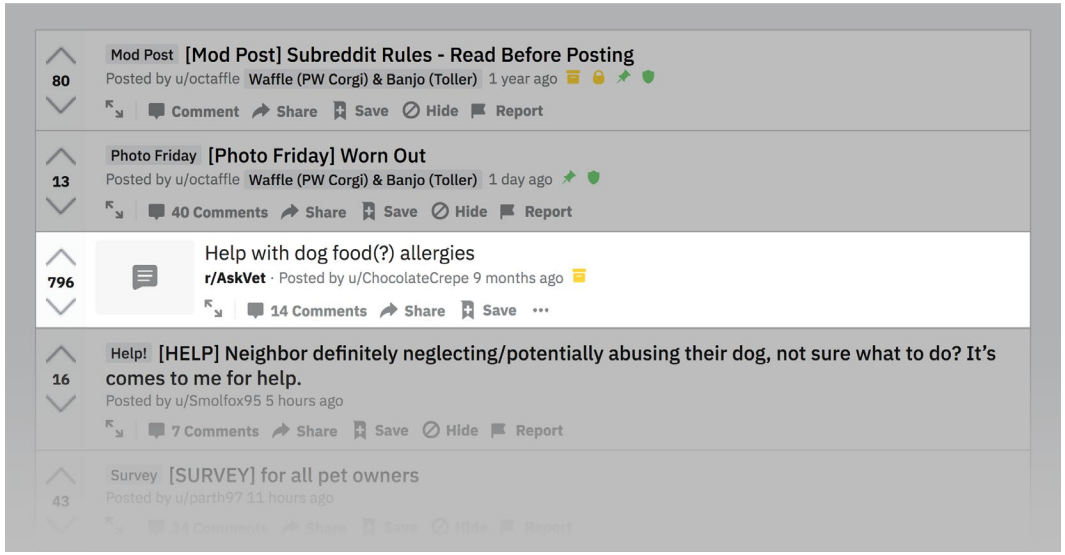
You'd head over to Reddit. Then search for a broad topic that your target audience is interested in... and something that's related to what you sell.



Then, choose a subreddit where your audience probably hangs out:

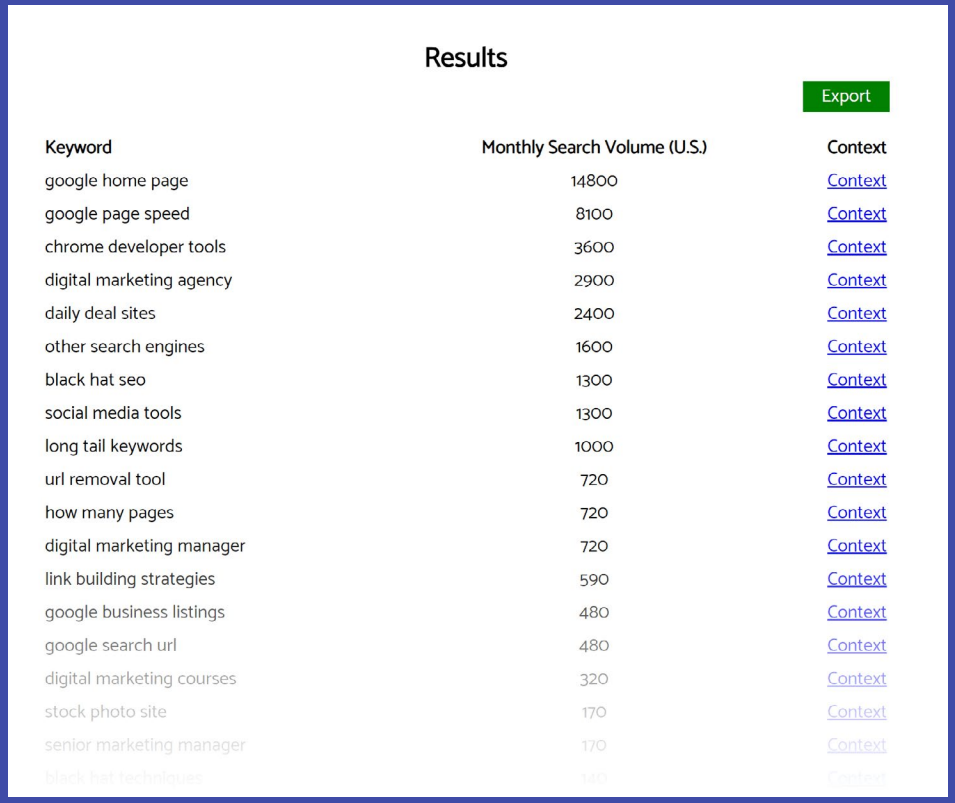

COMMUNITIES AND USERS
r/dogs
847k Subscribers
/r/dogs is a discussion-based subreddit, meant for asking questions, sharing information, and learning about our beloved canine companions and related dog-centric topics.
SUBSCRIBE
r/rarepuppers
1.2m Subscribers
this is for rare puppers, sometimes other animols are allowed if they're cute :)
SUBSCRIBE
r/AnimalsBeingBros
1.8m Subscribers
A place for sharing videos, gifs, and images of animals being bros.
SUBSCRIBE
VIEW MORE

Finally, keep an eye out for threads that have lots of comments, like this:


Mod Post [Mod Post] Subreddit Rules - Read Before Posting
80
Posted by u/octaffle Waffle (PW Corgi) & Banjo (Toller) 1 year ago
Comment Share Save Hide Report
Photo Friday [Photo Friday] Worn Out
13
Posted by u/octaffle Waffle (PW Corgi) & Banjo (Toller) 1 day ago
40 Comments Share Save Hide Report
Help with dog food(?) allergies
796
r/AskVet · Posted by u/ChocolateCrepe 9 months ago
14 Comments Share Save
Help! [HELP] Neighbor definitely neglecting/potentially abusing their dog, not sure what to do? It's comes to me for help.
16
Posted by u/Smolfox95 5 hours ago
7 Comments Share Save Hide Report
Survey [SURVEY] for all pet owners
43
Posted by u/parth97 11 hours ago

In this case you'd add "dog food allergies" to your keyword ideas list.

Pro Tip: Scrape common words and phrases from a subreddit with a free keyword tool called "Keyworddit". This tool scans Reddit for words and phrases that people use... and sorts those phrases by monthly search volume.



Results

Export

Keyword	Monthly Search Volume (U.S.)	Context
google home page	14800	Context
google page speed	8100	Context
chrome developer tools	3600	Context
digital marketing agency	2900	Context
daily deal sites	2400	Context
other search engines	1600	Context
black hat seo	1300	Context
social media tools	1300	Context
long tail keywords	1000	Context
url removal tool	720	Context
how many pages	720	Context
digital marketing manager	720	Context
link building strategies	590	Context
google business listings	480	Context
google search url	480	Context
digital marketing courses	320	Context
stock photo site	170	Context
senior marketing manager	170	Context
black hat techniques	140	Context

Very cool.

Wikipedia Table of Contents

Wikipedia is an often-overlooked goldmine of niche research.

Where else can you find articles curated by thousands of industry experts... all organized into neat little categories?

Here's how to use Wikipedia to find keyword ideas.

First, head over to Wikipedia and type in a broad keyword:

That will take you to the Wikipedia entry for that broad topic.

Coffee

From Wikipedia, the free encyclopedia

This article is about the brewed beverage. For the seed from which it is made, see Coffee bean. For other uses, see Coffee (disambiguation).

Coffee is a brewed drink prepared from roasted coffee beans, the seeds of berries from certain *Coffea* species. The genus *Coffea* is native to tropical Africa (specifically having its origin in Ethiopia and Sudan) and Madagascar, the Comoros, Mauritius, and Réunion in the Indian Ocean.[2] Coffee plants are now cultivated in over 70 countries, primarily in the equatorial regions of the Americas, Southeast Asia, Indian subcontinent, and Africa. The two most commonly grown are *C. arabica* and *C. robusta*. Once ripe, coffee berries are picked, processed, and dried. Dried coffee seeds (referred to as "beans") are roasted to varying degrees, depending on the desired flavor. Roasted beans are ground and then brewed with near-boiling water to produce the beverage known as coffee.

Coffee is darkly colored, bitter, slightly acidic and has a stimulating effect in humans, primarily due to its caffeine content.[3] It is one of the most popular drinks in the world,[4] and it can be prepared and presented in a variety of ways (e.g., espresso, French press, café latte). It is usually served hot, although iced coffee is a popular alternative. Clinical studies indicate that moderate coffee consumption is benign or mildly beneficial in healthy adults, with continuing research on whether long-term consumption lowers the risk of some diseases, although those long-term studies are of generally poor quality.[5]

Coffee

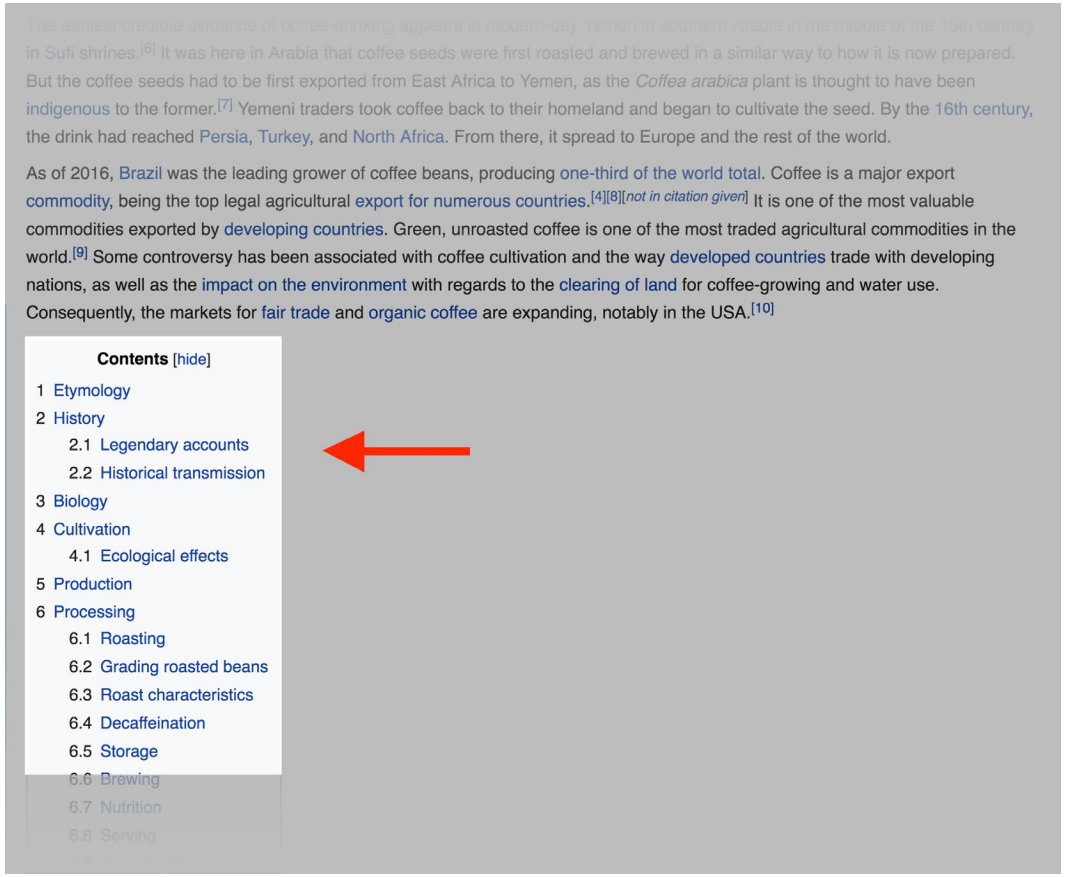
A cup of coffee.

Type	Hot or cold (usually hot)
Country of origin	Yemen (drink), Ethiopia (plant)[1]
Introduced	15th century
Color	Black, dark brown, light brown, beige

The earliest credible evidence of coffee-drinking appears in modern-day Yemen in southern Arabia in the middle of the 15th century in Sufi shrines.[6] It was here in Arabia that coffee seeds were first roasted and brewed in a similar way to how it is now prepared. But the coffee seeds had to be first exported from East Africa to Yemen, as the *Coffea arabica* plant is thought to have been indigenous to the former.[7] Yemeni traders took coffee back to their homeland and began to cultivate the seed. By the 16th century, the drink had reached Persia, Turkey, and North Africa. From there, it spread to Europe and the rest of the world.

Then, look for the “contents” section of the page. This section lists out the subtopics covered on that page.

Share



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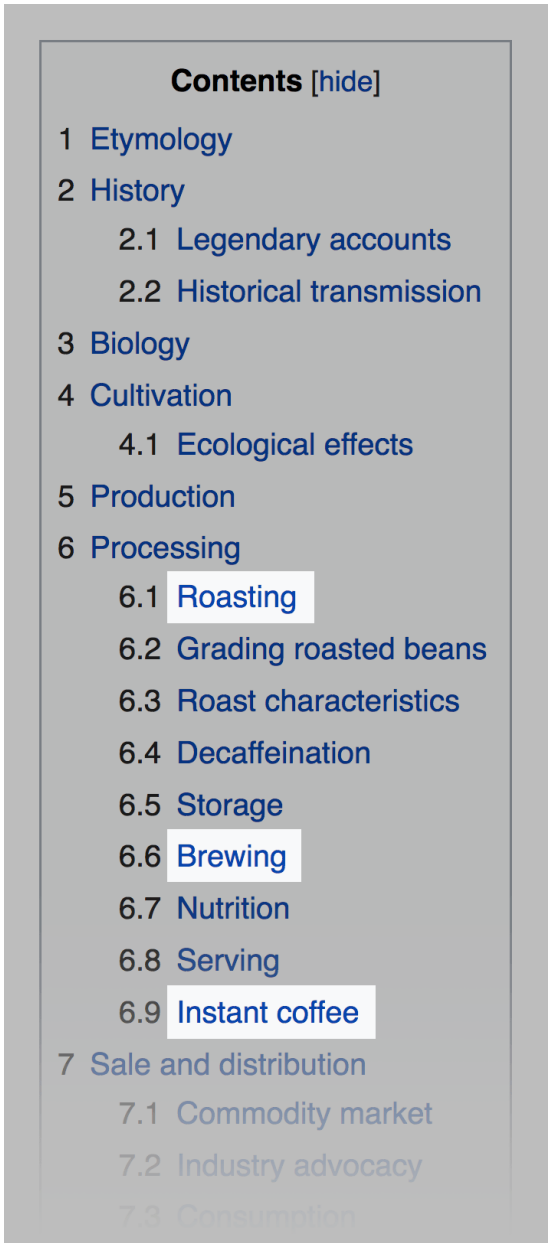
As of 2016, Brazil was the leading grower of coffee beans, producing one-third of the world total. Coffee is a major export commodity, being the top legal agricultural export for numerous countries.[4][8][*not in citation given*] It is one of the most valuable commodities exported by developing countries. Green, unroasted coffee is one of the most traded agricultural commodities in the world.[9] Some controversy has been associated with coffee cultivation and the way developed countries trade with developing nations, as well as the impact on the environment with regards to the clearing of land for coffee-growing and water use. Consequently, the markets for fair trade and organic coffee are expanding, notably in the USA.[10]

Contents [hide]

1 Etymology
2 History
  2.1 Legendary accounts
  2.2 Historical transmission
3 Biology
4 Cultivation
  4.1 Ecological effects
5 Production
6 Processing
  6.1 Roasting
  6.2 Grading roasted beans
  6.3 Roast characteristics
  6.4 Decaffeination
  6.5 Storage
  6.6 Brewing
  6.7 Nutrition
  6.8 Serving

And some of the subtopics listed here are awesome keywords that would be tough to find any other way:



Contents [hide]

1 Etymology
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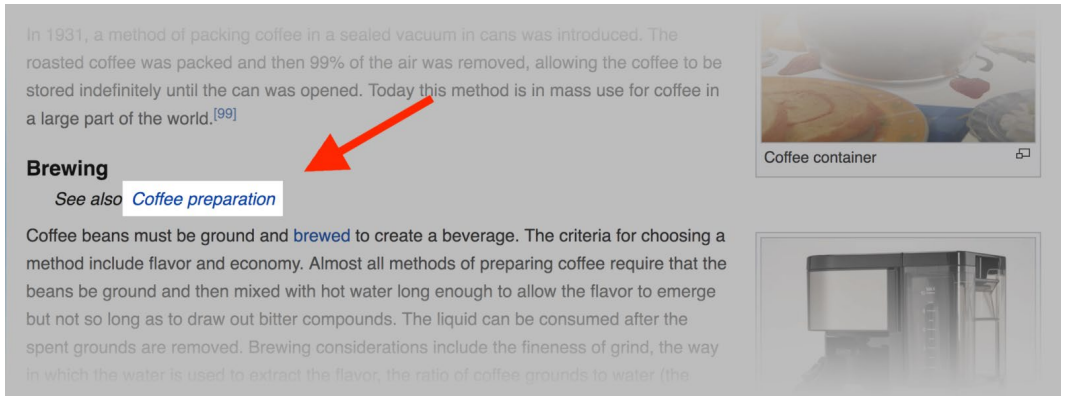
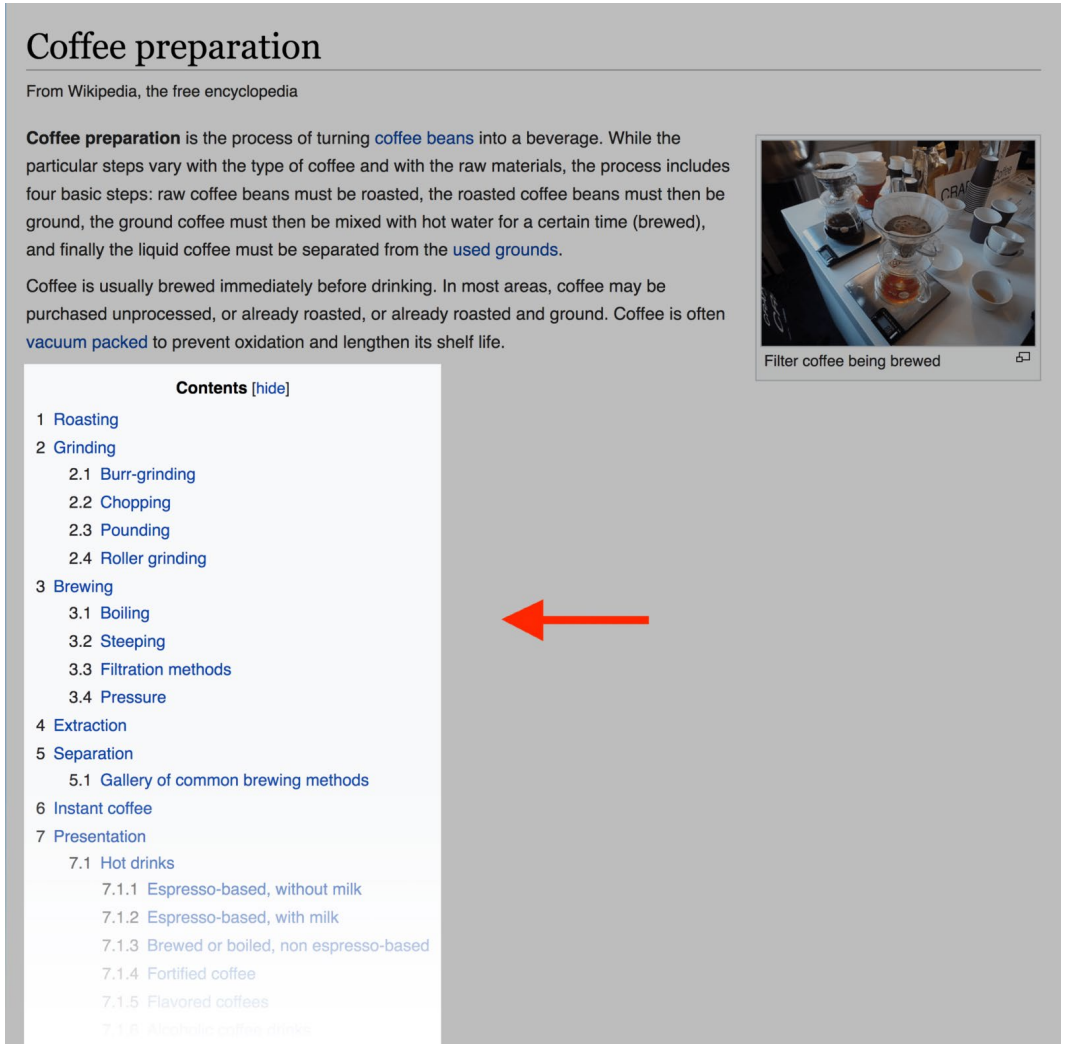
  6.7 Nutrition
  6.8 Serving
  6.9 Instant coffee
7 Sale and distribution
  7.1 Commodity market
  7.2 Industry advocacy
  7.3 Consumption

You can also click on some of the internal links on the page to check out the Table of Contents of other, closely related entries.

For example, on the coffee entry we have a link to “Coffee Preparation”:


In 1931, a method of packing coffee in a sealed vacuum in cans was introduced. The roasted coffee was packed and then 99% of the air was removed, allowing the coffee to be stored indefinitely until the can was opened. Today this method is in mass use for coffee in a large part of the world.[99]
Brewing
See also Coffee preparation
Coffee beans must be ground and brewed to create a beverage. The criteria for choosing a method include flavor and economy. Almost all methods of preparing coffee require that the beans be ground and then mixed with hot water long enough to allow the flavor to emerge but not so long as to draw out bitter compounds. The liquid can be consumed after the spent grounds are removed. Brewing considerations include the fineness of grind, the way in which the water is used to extract the flavor, the ratio of coffee grounds to water (the
Coffee container

When you click on that link, you'll notice that the table of contents for the Coffee Preparation page has **even more keywords** that you can add to your list:



Coffee preparation

From Wikipedia, the free encyclopedia

Coffee preparation is the process of turning coffee beans into a beverage. While the particular steps vary with the type of coffee and with the raw materials, the process includes four basic steps: raw coffee beans must be roasted, the roasted coffee beans must then be ground, the ground coffee must then be mixed with hot water for a certain time (brewed), and finally the liquid coffee must be separated from the used grounds.

Coffee is usually brewed immediately before drinking. In most areas, coffee may be purchased unprocessed, or already roasted, or already roasted and ground. Coffee is often vacuum packed to prevent oxidation and lengthen its shelf life.

Filter coffee being brewed

Contents [hide]

1 Roasting
2 Grinding
  2.1 Burr-grinding
  2.2 Chopping
  2.3 Pounding
  2.4 Roller grinding
3 Brewing
  3.1 Boiling
  3.2 Steeping
  3.3 Filtration methods
  3.4 Pressure
4 Extraction
5 Separation
  5.1 Gallery of common brewing methods
6 Instant coffee
7 Presentation
  7.1 Hot drinks
    7.1.1 Espresso-based, without milk
    7.1.2 Espresso-based, with milk
    7.1.3 Brewed or boiled, non espresso-based
    7.1.4 Fortified coffee
    7.1.5 Flavored coffees

Pretty cool.

Find Popular Topics Using Forums

Forums are like having live focus groups at your fingertips 24 hours a day, 7 days a week.

The easiest way to find forums where your target audience hangs out is to use these search strings in Google:

“keyword forum”
“keyword” + “forum”
“keyword” + “forums”
“keyword” + “board”

Once you find a forum, note how the forum is divided up into sections: Each of these sections are potential keywords that you can add to your list.

Home-Barista.com
Your guide to exceptional coffee

MENU • TRENDING • REVIEWS • HOW-TOS • FORUMS • MARKETPLACE • RESOURCES • FAQS • SEARCH Register Login

FORUMS	TOPICS	POSTS	LAST POST
Marketplace Read about current and future offerings from the site sponsors.	460	7251	8 minutes ago by mrespresso23
Buying Advice Recommendations for espresso equipment buyers and upgraders.	6236	73074	20 minutes ago by Scott_G
Tips and Techniques Beginner and pro baristas share tips and tricks.	3431	46123	Today, 4:15 am by AssafL
Espresso Machines Need help with equipment usage or want to share your latest discovery?	8272	99529	5 minutes ago by robertw
Lever Espresso Machines A haven dedicated to manual espresso machine aficionados.	4955	82415	Today, 9:20 am by siaoginazakum
Grinders Grinders are one of the keys to exceptional espresso. Discuss them here.	4006	71118	12 minutes ago by bakafish
Repairs, Restorations & Mods Equipment doesn't work? Troubleshooting? If you're handy, members can help.	4043	39219	Today, 8:54 am by drgary
Coffees Discuss flavors, brew temperatures, blending, and cupping notes.	2272	27394	48 minutes ago by Jdub
Coffee Brewing Coffee preparation techniques besides espresso like pourover.	1244	14781	Feb 10, 2019, 12:11 pm by Zephyp
Cafes and Get-togethers Talk about your favorite cafes, local barista events, or plan your own get-together.	1367	14903	Yesterday, 8:55 am by PacoG
Home Roasting Discuss roast levels and profiles for espresso, equipment for roasting coffee.	3530	50511	Today, 8:52 am by cushdan
Water Water analysis, treatment, and mineral recipes for optimum taste and equipment health.	562	5742	Yesterday, 2:23 pm by Chert
Knockbox Want to talk espresso but not sure which forum? If so,	2418	32882	Today, 3:20 am by TomC

To dig deeper, check out some of the threads on the forum to find other specific topics that your target audience struggles with:

Home-Barista.com
Your guide to exceptional coffee

MENU • TRENDING • REVIEWS • HOW-TOS • FORUMS • MARKETPLACE • RESOURCES • FAQS • SEARCH Register Login

Coffee Brewing

TOPICS	REPLIES	VIEWS	LAST POST
FAQs and Favorites by HB » Nov 20, 2014, 8:57 pm	0	12294	Nov 20, 2014, 8:57 pm by HB
Finding balanced cup in pour over (V60). by Zephyp » Jan 23, 2019, 7:12 am 1 … 8 9 10 11 12	116	4298	Feb 10, 2019, 12:11 pm by Zephyp
Grind settings based on what factors? by Bruceburns » Jan 26, 2019, 4:40 pm 1 2	15	938	Feb 08, 2019, 2:30 pm by opother
Jebena coffee Ethiopian style by happycat » Feb 06, 2019, 1:52 pm	1	146	Feb 07, 2019, 2:13 am by Matt44
Origami Dripper by jyounk » Jan 24, 2019, 12:01 pm 1 2	15	972	Feb 04, 2019, 9:06 am by jyounk
Ground Control Cyclops by TomC » Feb 02, 2019, 8:58 pm	4	359	Feb 02, 2019, 11:13 pm by sweaner
Reusable k cup by Momoe » Jan 23, 2019, 11:26 pm 1 2	10	308	Feb 02, 2019, 9:39 pm by Mbb
Chemists claim cold brew not less acidic by EvergreenBuzzBuzz » Nov 03, 2018, 3:33 pm	7	743	Jan 28, 2019, 12:28 pm by Almico
Technivorm aftermarket showerhead cover by mojoit » Feb 28, 2018, 9:42 am 1 2	14	2796	Jan 21, 2019, 4:45 pm by glassman
What did you learn from your last brew? by redbone » Jan 19, 2019, 4:52 pm	2	261	Jan 21, 2019, 1:54 am by Capac

Pretty cool, right?

Chapter 3

Keyword Research Tools

This chapter is all about tools.

Can you find keywords without a tool?

Sure.

But a tool makes the entire process A LOT easier.

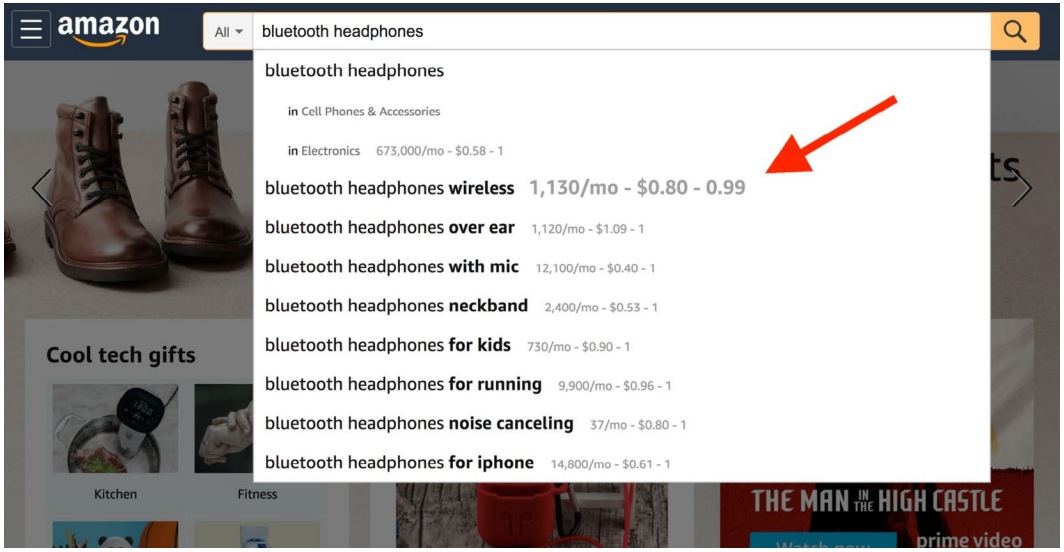
With that, here are the keyword research tools that I personally use and recommend.

Keywords Everywhere

Keywords Everywhere might be my favorite free keyword research tool.

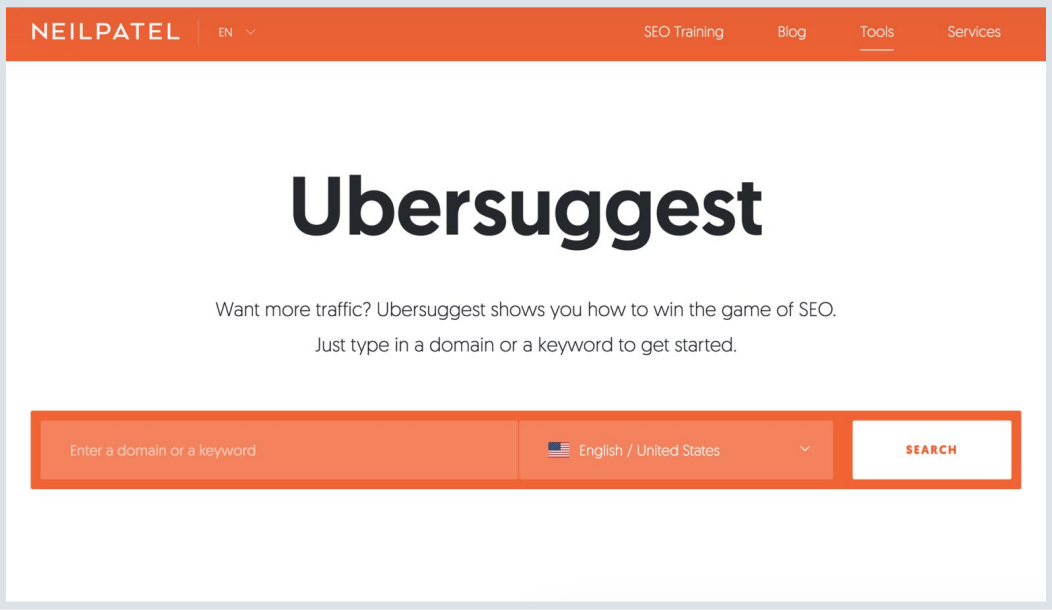
Why? Because it shows you keyword ideas from different places around the web (including YouTube, Bing and Google Analytics).

All you need to do is install the Chrome extension. And the next time you visit one of the sites that Keywords Everywhere integrates with, you'll see a list of keyword ideas... and data on each keyword.

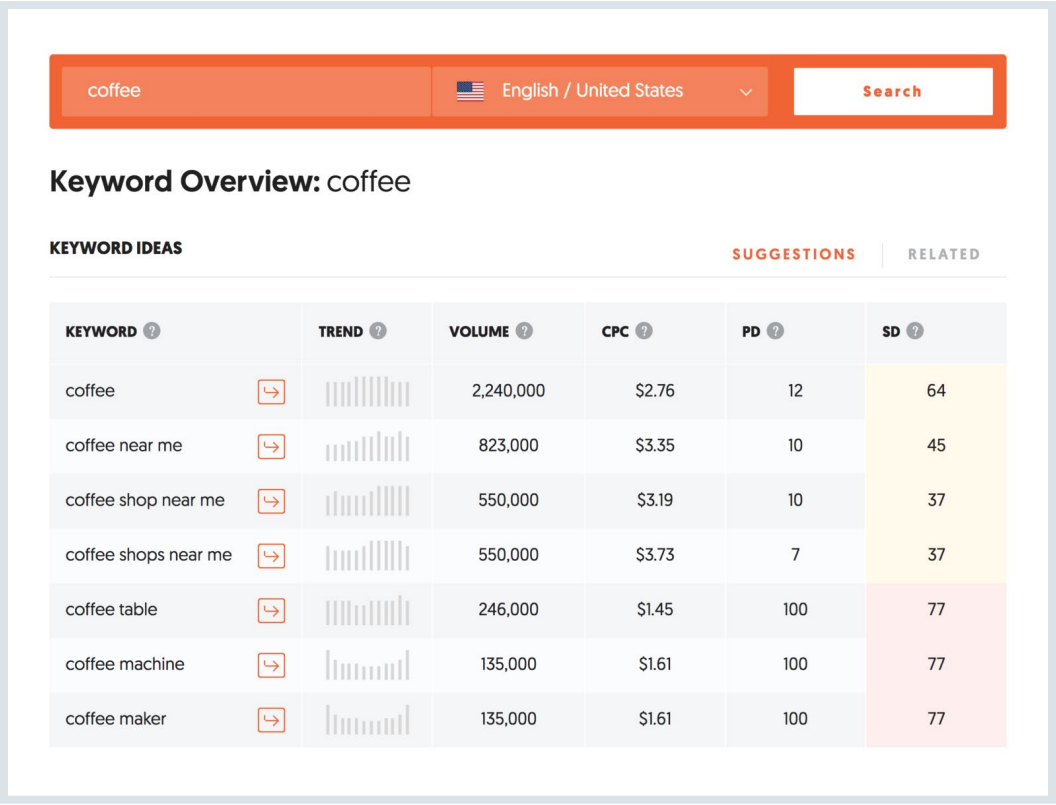

amazon
All
bluetooth headphones
bluetooth headphones
in Cell Phones & Accessories
in Electronics 673,000/mo - $0.58 - 1
bluetooth headphones wireless 1,130/mo - $0.80 - 0.99
bluetooth headphones over ear 1,120/mo - $1.09 - 1
bluetooth headphones with mic 12,100/mo - $0.40 - 1
bluetooth headphones neckband 2,400/mo - $0.53 - 1
bluetooth headphones for kids 730/mo - $0.90 - 1
bluetooth headphones for running 9,900/mo - $0.96 - 1
bluetooth headphones noise canceling 37/mo - $0.80 - 1
bluetooth headphones for iphone 14,800/mo - $0.61 - 1
Cool tech gifts
Kitchen
Fitness
THE MAN IN THE HIGH CASTLE
prime video

Ubersuggest

Ubersuggest was the first Google suggest scraper that I used. And last year the tool got a massive upgrade and overhaul.



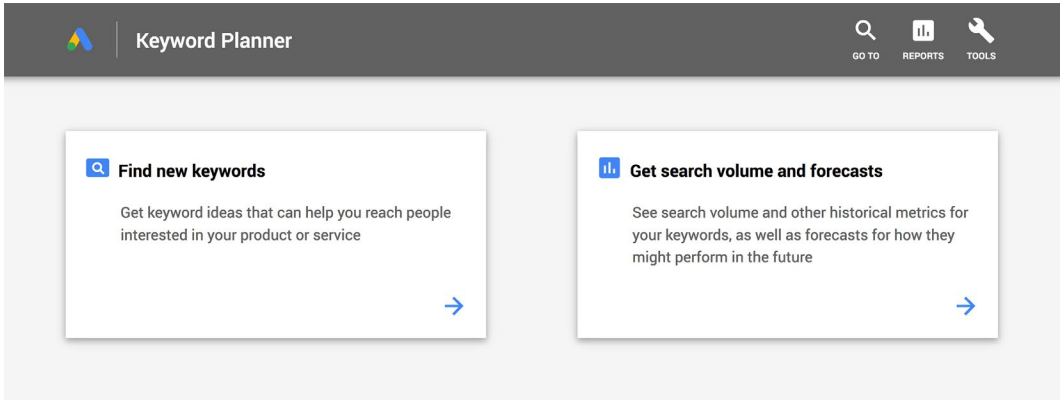
Ubersuggest still generates keyword ideas from Google's search suggestions. But it also gives you data on each keyword (like search volume, CPC, keyword difficulty and more).



KEYWORD	TREND	VOLUME	CPC	PD	SD
coffee		2,240,000	$2.76	12	64
coffee near me		823,000	$3.35	10	45
coffee shop near me		550,000	$3.19	10	37
coffee shops near me		550,000	$3.73	7	37
coffee table		246,000	$1.45	100	77
coffee machine		135,000	$1.61	100	77
coffee maker		135,000	$1.61	100	77

The Google Keyword Planner

Google's Keyword Planner is THE most reliable source of keyword information online.


Keyword Planner
GO TO
REPORTS
TOOLS
Find new keywords
Get keyword ideas that can help you reach people interested in your product or service
Get search volume and forecasts
See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

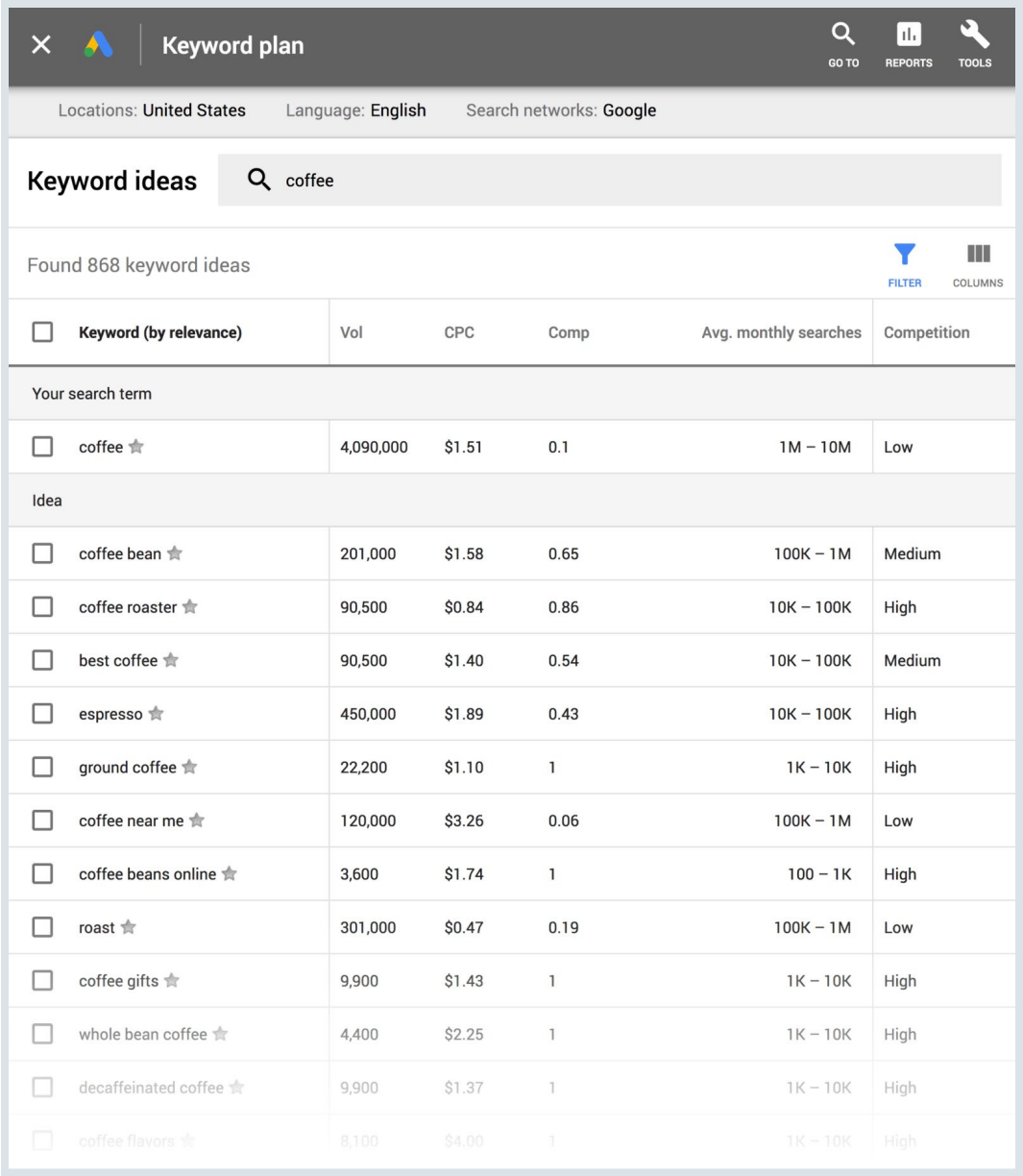
That's because, unlike most other tools, the data you get from the Keyword Planner **come straight from Google**.

(So you know they're accurate)

The big downside of the GKP is that it's designed to help people with their Google ad campaigns... not with SEO.

That said, you can still use the GKP to get lists of keyword ideas...

Share



Keyword plan

GO TO REPORTS TOOLS

Locations: United States Language: English Search networks: Google

Keyword ideas coffee

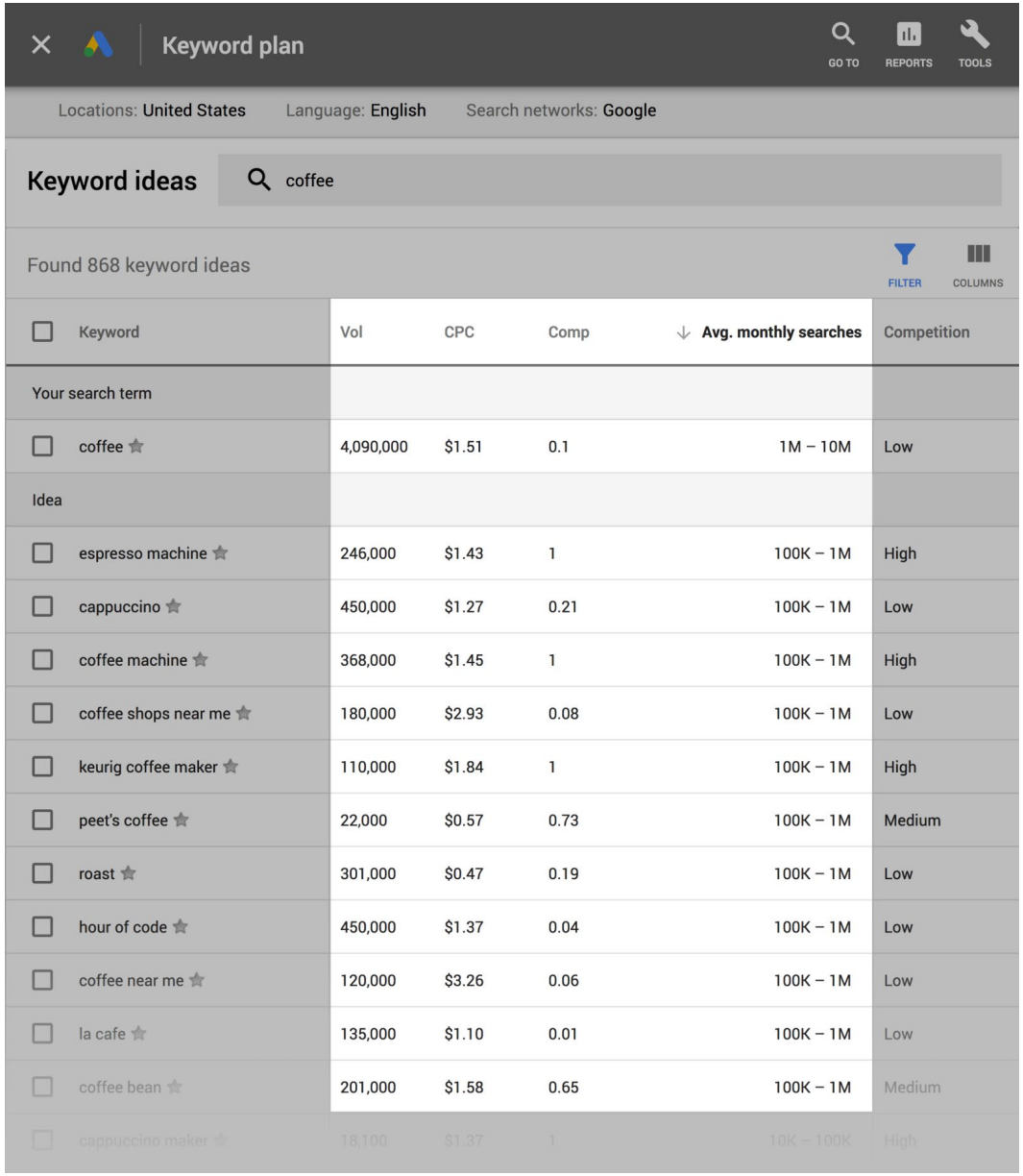
Found 868 keyword ideas

FILTER COLUMNS

Keyword (by relevance)	Vol	CPC	Comp	Avg. monthly searches	Competition
Your search term					
coffee	4,090,000	$1.51	0.1	1M – 10M	Low
Idea					
coffee bean	201,000	$1.58	0.65	100K – 1M	Medium
coffee roaster	90,500	$0.84	0.86	10K – 100K	High
best coffee	90,500	$1.40	0.54	10K – 100K	Medium
espresso	450,000	$1.89	0.43	10K – 100K	High
ground coffee	22,200	$1.10	1	1K – 10K	High
coffee near me	120,000	$3.26	0.06	100K – 1M	Low
coffee beans online	3,600	$1.74	1	100 – 1K	High
roast	301,000	$0.47	0.19	100K – 1M	Low
coffee gifts	9,900	$1.43	1	1K – 10K	High
whole bean coffee	4,400	$2.25	1	1K – 10K	High
decaffeinated coffee	9,900	$1.37	1	1K – 10K	High
coffee flavors	8,100	$4.00	1	1K – 10K	High

...and find search queries that get lots of searches.

Share



Keyword	Vol	CPC	Comp	Avg. monthly searches	Competition
Your search term					
coffee	4,090,000	$1.51	0.1	1M – 10M	Low
Idea					
espresso machine	246,000	$1.43	1	100K – 1M	High
cappuccino	450,000	$1.27	0.21	100K – 1M	Low
coffee machine	368,000	$1.45	1	100K – 1M	High
coffee shops near me	180,000	$2.93	0.08	100K – 1M	Low
keurig coffee maker	110,000	$1.84	1	100K – 1M	High
peet's coffee	22,000	$0.57	0.73	100K – 1M	Medium
roast	301,000	$0.47	0.19	100K – 1M	Low
hour of code	450,000	$1.37	0.04	100K – 1M	Low
coffee near me	120,000	$3.26	0.06	100K – 1M	Low
la cafe	135,000	$1.10	0.01	100K – 1M	Low
coffee bean	201,000	$1.58	0.65	100K – 1M	Medium
cappuccino maker	18,100	$1.37	1	10K – 100K	High

SEMrush

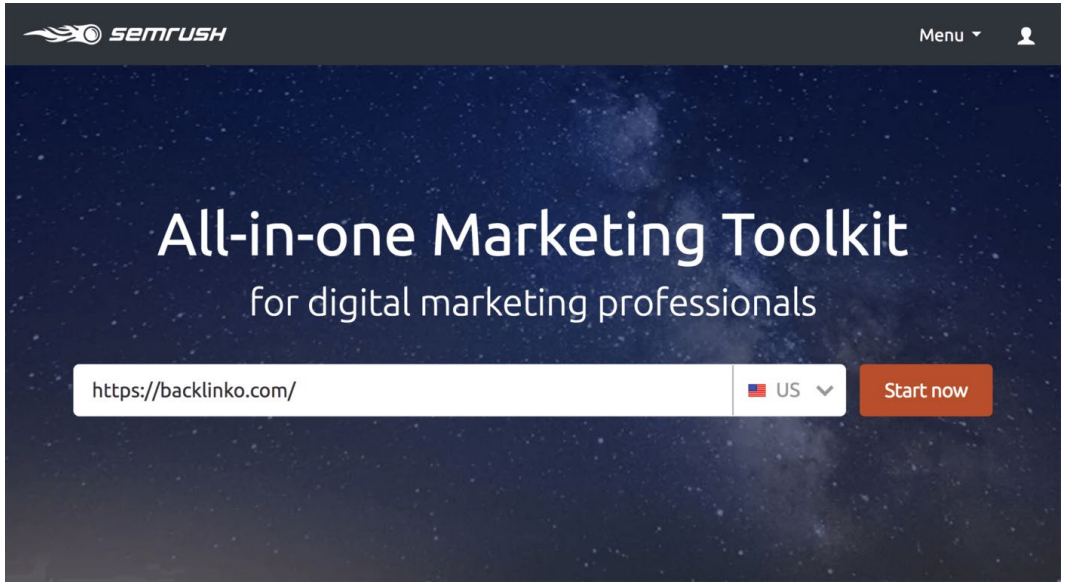
If you want to invest in a paid keyword tool, I HIGHLY recommend SEMrush.

That's because SEMrush is a HUGE time saver.

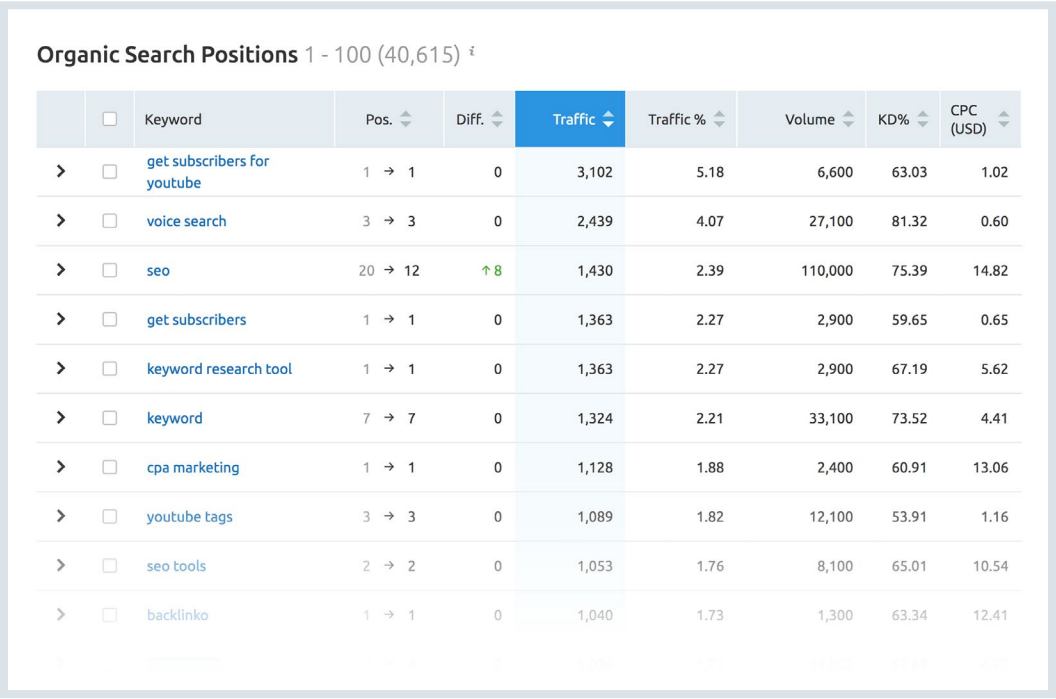
Here's why...

Instead of popping random keywords into a tool, SEMrush shows you **the exact keywords that a site already ranks for.**

So if you have a site that you're competing against in Google, just pop it into SEMrush.



And steal all of their keywords.



Organic Search Positions 1 - 100 (40,615)

Keyword	Pos.	Diff.	Traffic	Traffic %	Volume	KD%	CPC (USD)
get subscribers for youtube	1 → 1	0	3,102	5.18	6,600	63.03	1.02
voice search	3 → 3	0	2,439	4.07	27,100	81.32	0.60
seo	20 → 12	↑8	1,430	2.39	110,000	75.39	14.82
get subscribers	1 → 1	0	1,363	2.27	2,900	59.65	0.65
keyword research tool	1 → 1	0	1,363	2.27	2,900	67.19	5.62
keyword	7 → 7	0	1,324	2.21	33,100	73.52	4.41
cpa marketing	1 → 1	0	1,128	1.88	2,400	60.91	13.06
youtube tags	3 → 3	0	1,089	1.82	12,100	53.91	1.16
seo tools	2 → 2	0	1,053	1.76	8,100	65.01	10.54
backlinko	1 → 1	0	1,040	1.73	1,300	63.34	12.41

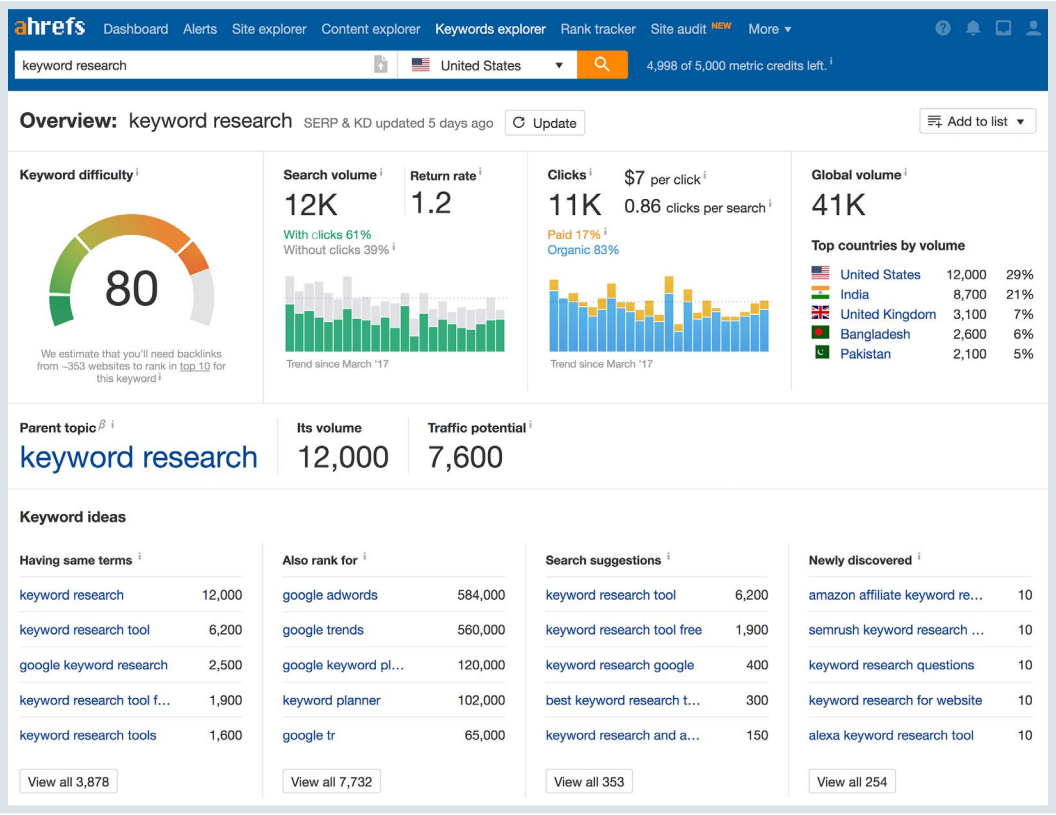
Nice.

Ahrefs

Most people see Ahrefs as a link building tool.

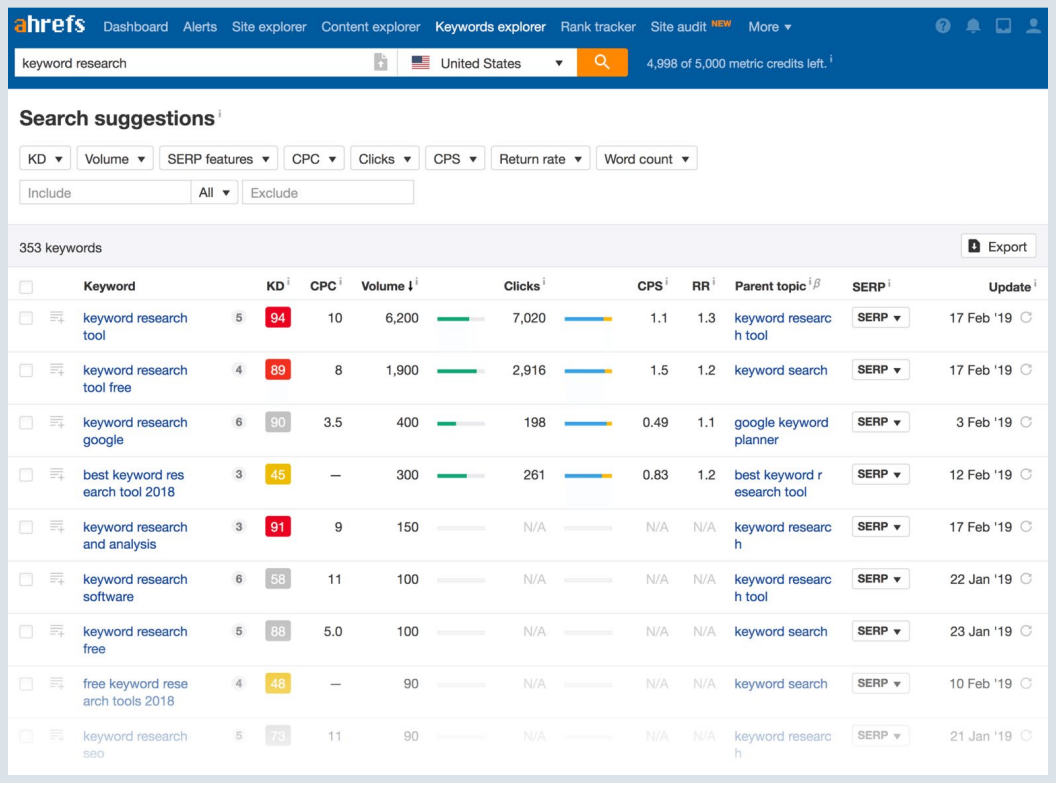
But not as many people know that Ahrefs also has a REALLY good keyword tool.

What's nice about Ahrefs "Keyword Explorer" is that you get a ton of helpful data on each keyword.



Which can help you decide whether or not it's a keyword that's worth going after.

My one gripe with Keyword Explorer is that it's not great a coming up with new keyword ideas. It usually generates keywords that are just simple variations of the keyword I typed in.



That said:

When it comes to analyzing a single term, you can't do much better than the features found in Ahrefs Keyword Explorer.

Chapter 4

Keyword Difficulty

How do you know if a keyword is too competitive to rank for?

It's a good question to ask.

Because if you choose a keyword that's super competitive, you can find your site buried at the bottom Google's third page.

But if you can find a keyword without a ton of competition, you have a good chance of cracking the top 3.

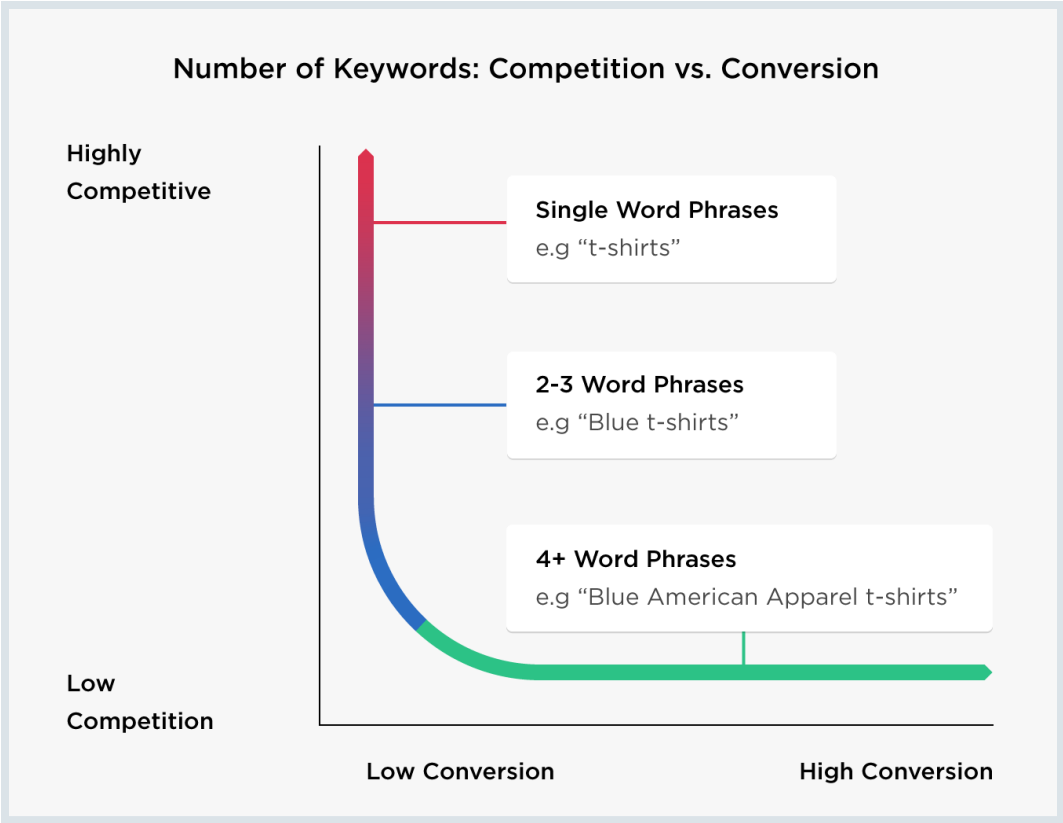
With that, here's how to figure out a keyword's SEO difficulty.

Long Tails Are (Usually) Less Competitive

If your site is brand new. Or if you want to focus 100% on keywords that aren't competitive.

Then you DEFINITELY want to target long tail keywords.

I'll explain...Most people in SEO (myself included) divide keywords into three main categories: head, body and the (long) tail.



Here's a breakdown of each keyword type:

#1 - Head Terms

These are usually single-word keywords with lots of search volume...and competition. Examples of head terms are keywords like "insurance" or "vitamins". Because searcher intent is all over the place (someone searching for "insurance" might be looking for a car insurance quote, a list of life insurance companies or a definition of the word), Head Terms usually don't convert very well.

#2 - Body Keywords

Body keywords are 2-3 word phrases that get decent search volume (at least 2,000 searches per month), but are more specific than Head Keywords. Keywords like "life insurance" or "order vitamins online" are examples of Body Keywords. These almost always have less competition than Head Terms.

#3 - Long Tail Keywords

Long tail keywords are long, 4+ word phrases that are usually very specific. Phrases like “affordable life insurance for senior citizens” and “order vitamin D capsules online” are examples of long tail keywords. These terms don’t get a lot of search volume individually (usually around 10-200 searches per month). But when you add them together, long tails make up the majority of searches online. And because they don’t get searches for that much, long tail terms usually aren’t very competitive.

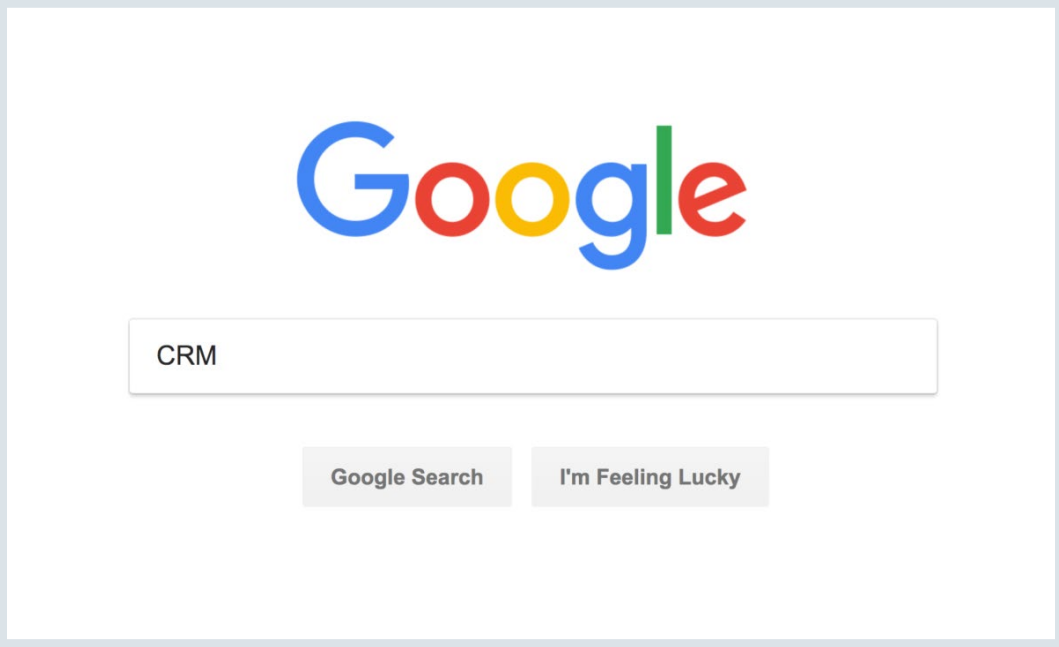
There’s no “best” keyword category to focus on. All 3 have their pros and cons.

But when it comes to competition, long tails are usually the least competitive of the bunch.

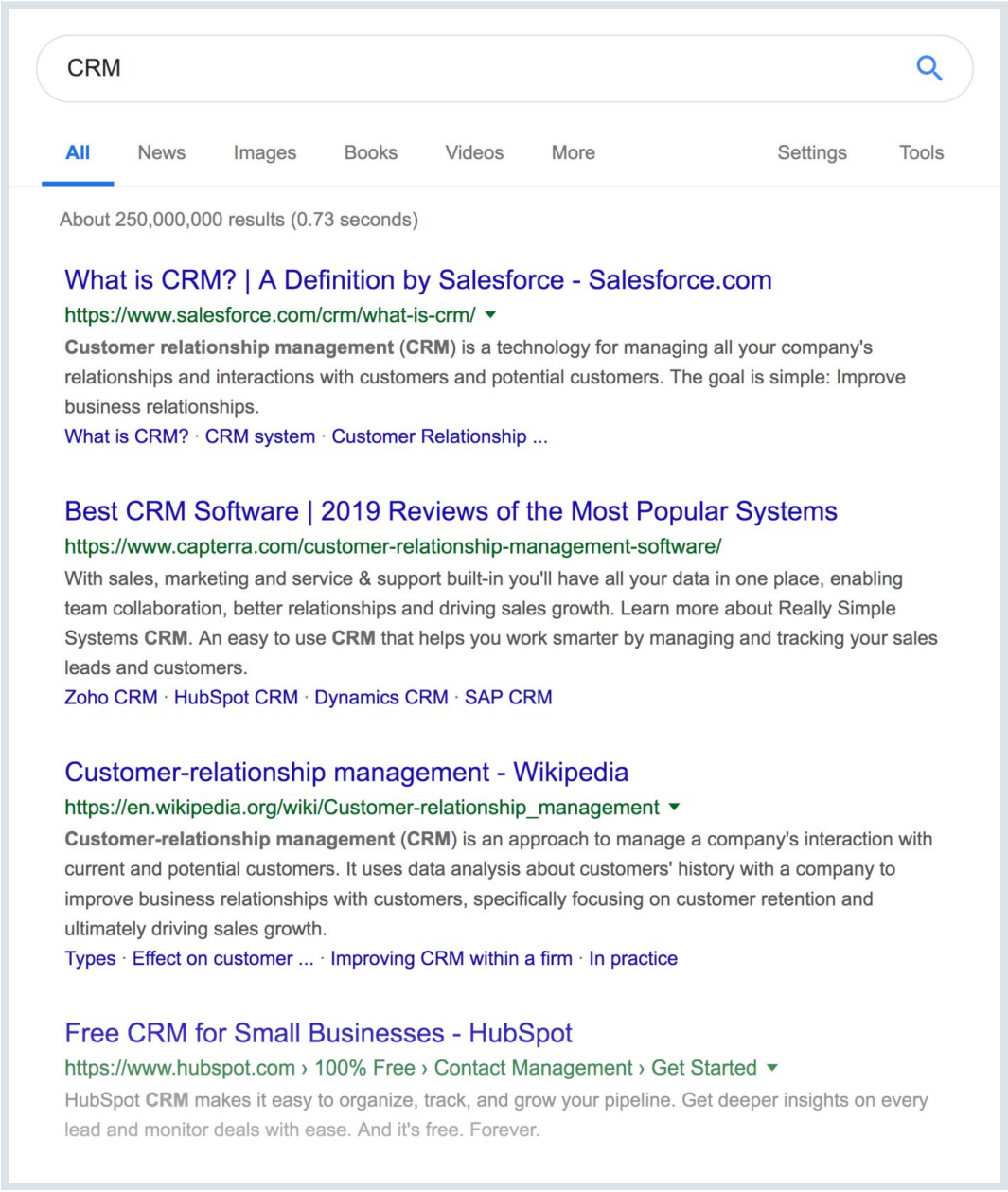
Authority of Sites on Google's First Page

Here's a quick way to evaluate a keyword's competition level.

First, search for your keyword in Google.

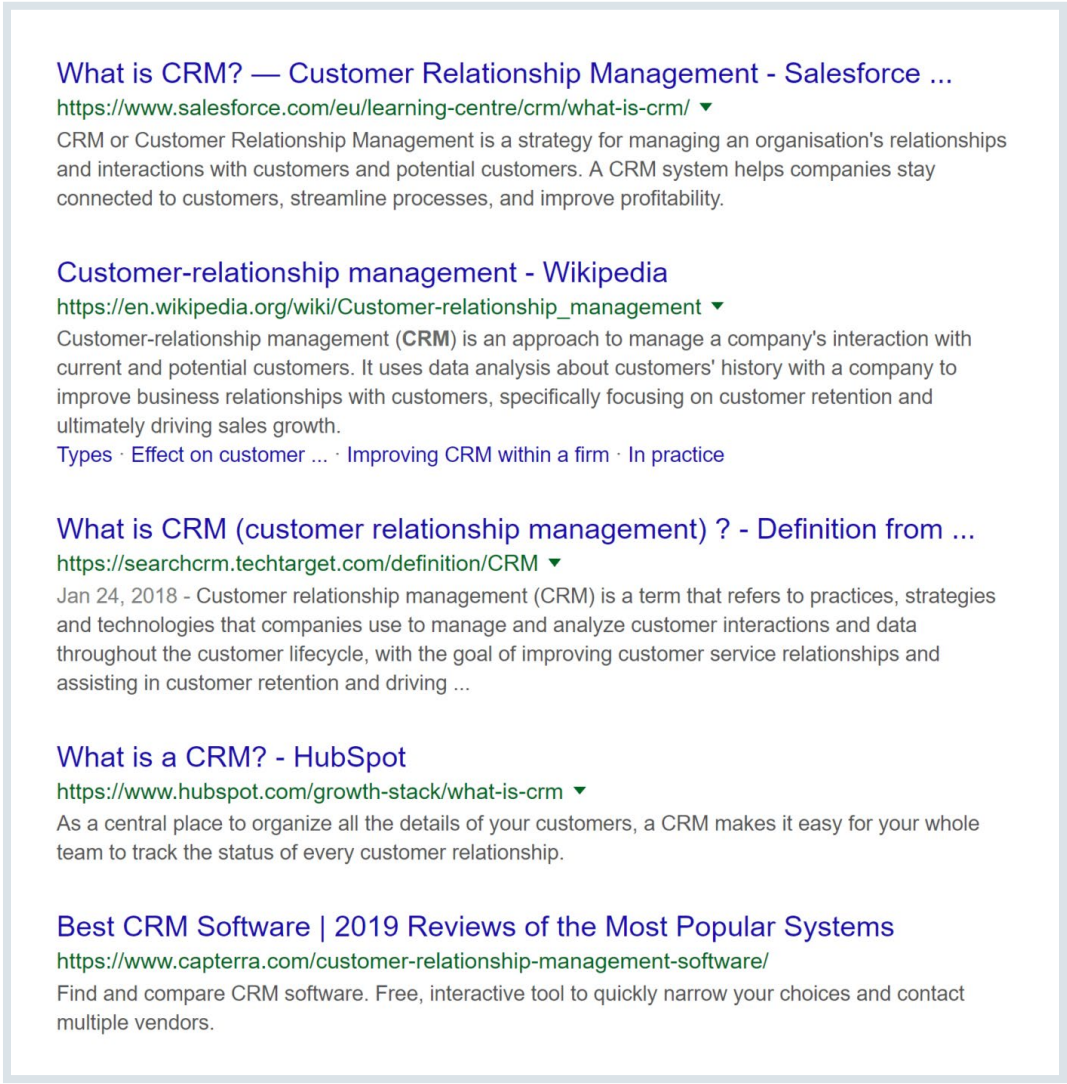


Then, look at the **sites** ranking on the first page.

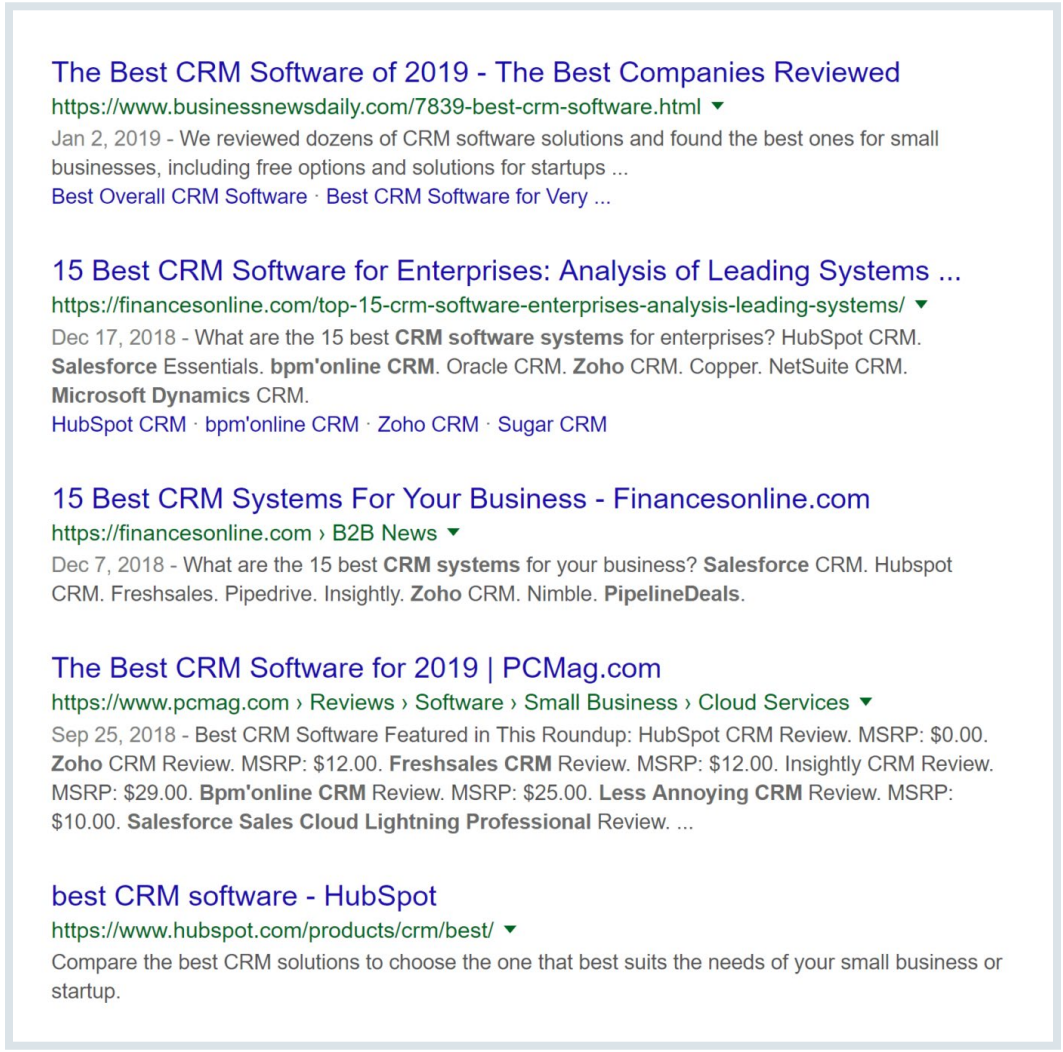

CRM
All
News
Images
Books
Videos
More
Settings
Tools
About 250,000,000 results (0.73 seconds)
What is CRM? | A Definition by Salesforce - Salesforce.com
https://www.salesforce.com/crm/what-is-crm/
Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships.
What is CRM? · CRM system · Customer Relationship ...
Best CRM Software | 2019 Reviews of the Most Popular Systems
https://www.capterra.com/customer-relationship-management-software/
With sales, marketing and service & support built-in you'll have all your data in one place, enabling team collaboration, better relationships and driving sales growth. Learn more about Really Simple Systems CRM. An easy to use CRM that helps you work smarter by managing and tracking your sales leads and customers.
Zoho CRM · HubSpot CRM · Dynamics CRM · SAP CRM
Customer-relationship management - Wikipedia
https://en.wikipedia.org/wiki/Customer-relationship_management
Customer-relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.
Types · Effect on customer ... · Improving CRM within a firm · In practice
Free CRM for Small Businesses - HubSpot
https://www.hubspot.com › 100% Free › Contact Management › Get Started
HubSpot CRM makes it easy to organize, track, and grow your pipeline. Get deeper insights on every lead and monitor deals with ease. And it's free. Forever.

(Not individual pages)

If the first page is made up of uber authority sites (like Wikipedia), then you might want to cross that keyword off from your list:


What is CRM? — Customer Relationship Management - Salesforce ...
https://www.salesforce.com/eu/learning-centre/crm/what-is-crm/
CRM or Customer Relationship Management is a strategy for managing an organisation's relationships and interactions with customers and potential customers. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.
Customer-relationship management - Wikipedia
https://en.wikipedia.org/wiki/Customer-relationship_management
Customer-relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.
Types · Effect on customer ... · Improving CRM within a firm · In practice
What is CRM (customer relationship management) ? - Definition from ...
https://searchcrm.techtarget.com/definition/CRM
Jan 24, 2018 - Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer service relationships and assisting in customer retention and driving ...
What is a CRM? - HubSpot
https://www.hubspot.com/growth-stack/what-is-crm
As a central place to organize all the details of your customers, a CRM makes it easy for your whole team to track the status of every customer relationship.
Best CRM Software | 2019 Reviews of the Most Popular Systems
https://www.capterra.com/customer-relationship-management-software/
Find and compare CRM software. Free, interactive tool to quickly narrow your choices and contact multiple vendors.

But if you see a handful of smaller blogs on page 1, that's a sign that you have a shot to hit the first page too.



The Best CRM Software of 2019 - The Best Companies Reviewed
https://www.businessnewsdaily.com/7839-best-crm-software.html
Jan 2, 2019 - We reviewed dozens of CRM software solutions and found the best ones for small businesses, including free options and solutions for startups ...
Best Overall CRM Software · Best CRM Software for Very ...

15 Best CRM Software for Enterprises: Analysis of Leading Systems ...
https://financesonline.com/top-15-crm-software-enterprises-analysis-leading-systems/
Dec 17, 2018 - What are the 15 best **CRM software systems** for enterprises? HubSpot CRM. **Salesforce** Essentials. **bpm'online CRM**. Oracle CRM. **Zoho** CRM. Copper. NetSuite CRM. **Microsoft Dynamics** CRM.
HubSpot CRM · bpm'online CRM · Zoho CRM · Sugar CRM

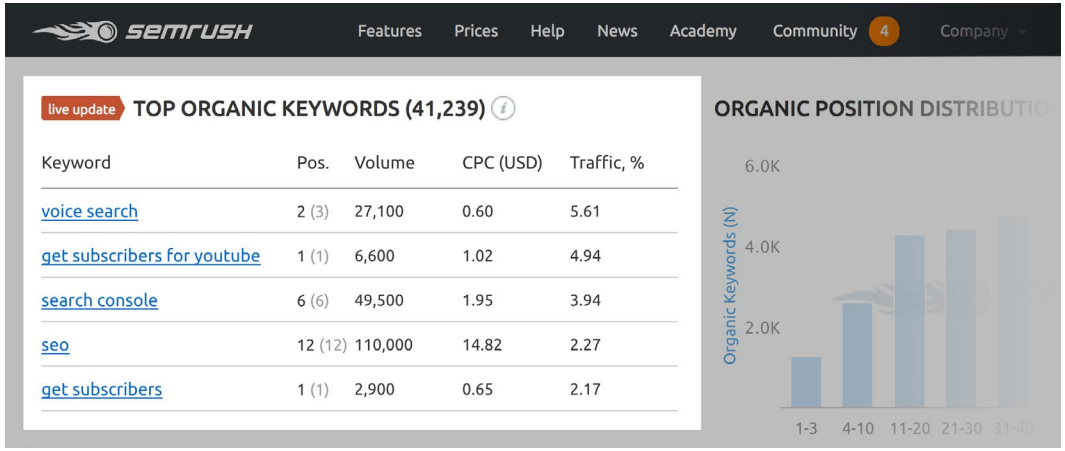
15 Best CRM Systems For Your Business - Financesonline.com
https://financesonline.com › B2B News
Dec 7, 2018 - What are the 15 best **CRM systems** for your business? **Salesforce** CRM. Hubspot CRM. Freshsales. Pipedrive. Insightly. **Zoho** CRM. Nimble. **PipelineDeals**.

The Best CRM Software for 2019 | PCMag.com
https://www.pcmag.com › Reviews › Software › Small Business › Cloud Services
Sep 25, 2018 - Best CRM Software Featured in This Roundup: HubSpot CRM Review. MSRP: $0.00. **Zoho** CRM Review. MSRP: $12.00. **Freshsales CRM** Review. MSRP: $12.00. Insightly CRM Review. MSRP: $29.00. **Bpm'online CRM** Review. MSRP: $25.00. **Less Annoying CRM** Review. MSRP: $10.00. **Salesforce Sales Cloud Lightning Professional** Review. ...

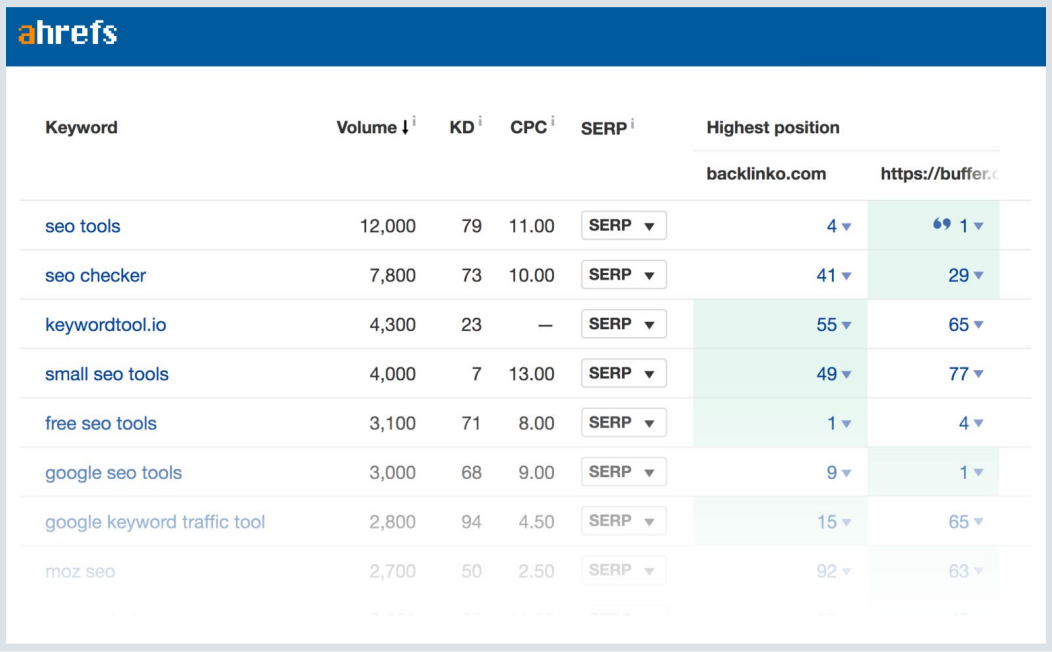
best CRM software - HubSpot
https://www.hubspot.com/products/crm/best/
Compare the best CRM solutions to choose the one that best suits the needs of your small business or startup.

Keyword Difficulty Inside of Keyword Tools

The vast majority of keyword research tools have some sort of keyword competition feature, including SEMRush:



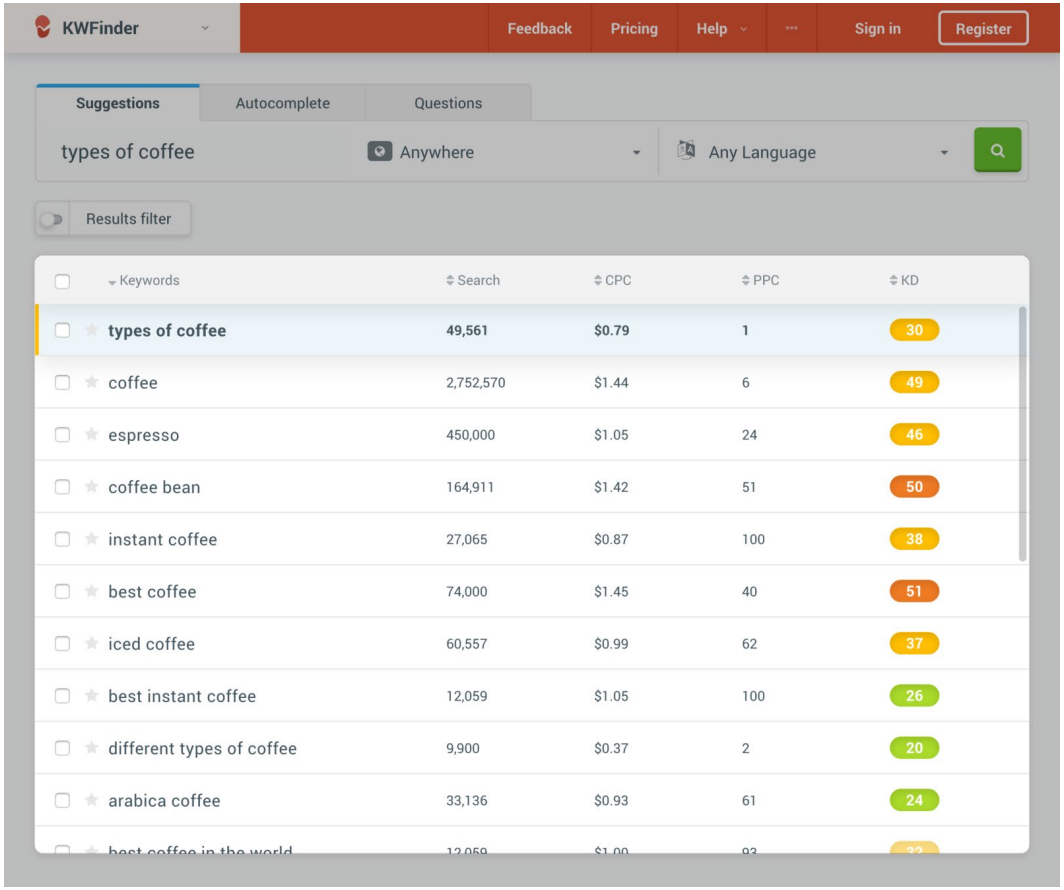
Ahrefs:



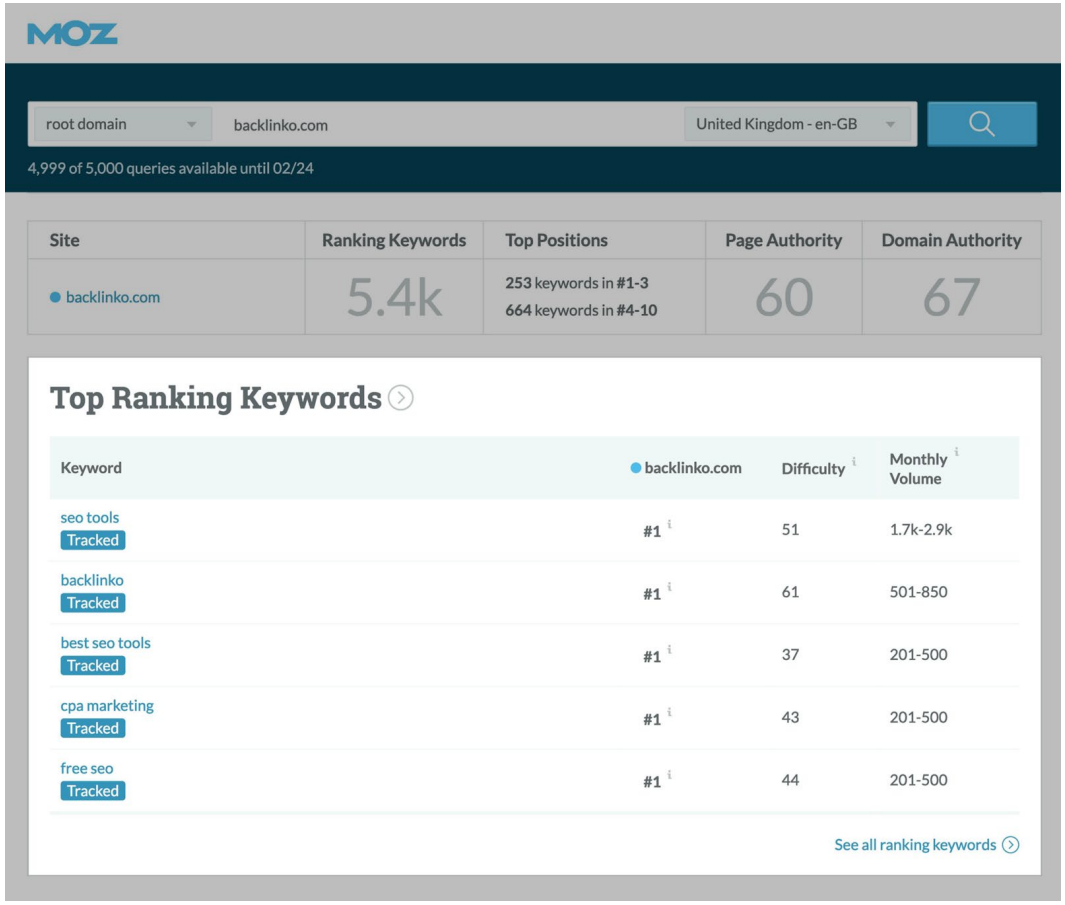
ahrefs

Keyword	Volume	KD	CPC	SERP	Highest position	
					backlinko.com	https://buffer.c
seo tools	12,000	79	11.00	SERP	4	1
seo checker	7,800	73	10.00	SERP	41	29
keywordtool.io	4,300	23	–	SERP	55	65
small seo tools	4,000	7	13.00	SERP	49	77
free seo tools	3,100	71	8.00	SERP	1	4
google seo tools	3,000	68	9.00	SERP	9	1
google keyword traffic tool	2,800	94	4.50	SERP	15	65
moz seo	2,700	50	2.50	SERP	92	63

KWFinder:


KWFinder
Feedback
Pricing
Help
Sign in
Register
Suggestions
Autocomplete
Questions
types of coffee
Anywhere
Any Language
Results filter
Keywords
Search
CPC
PPC
KD
types of coffee 49,561 $0.79 1 30
coffee 2,752,570 $1.44 6 49
espresso 450,000 $1.05 24 46
coffee bean 164,911 $1.42 51 50
instant coffee 27,065 $0.87 100 38
best coffee 74,000 $1.45 40 51
iced coffee 60,557 $0.99 62 37
best instant coffee 12,059 $1.05 100 26
different types of coffee 9,900 $0.37 2 20
arabica coffee 33,136 $0.93 61 24

And Moz Pro:

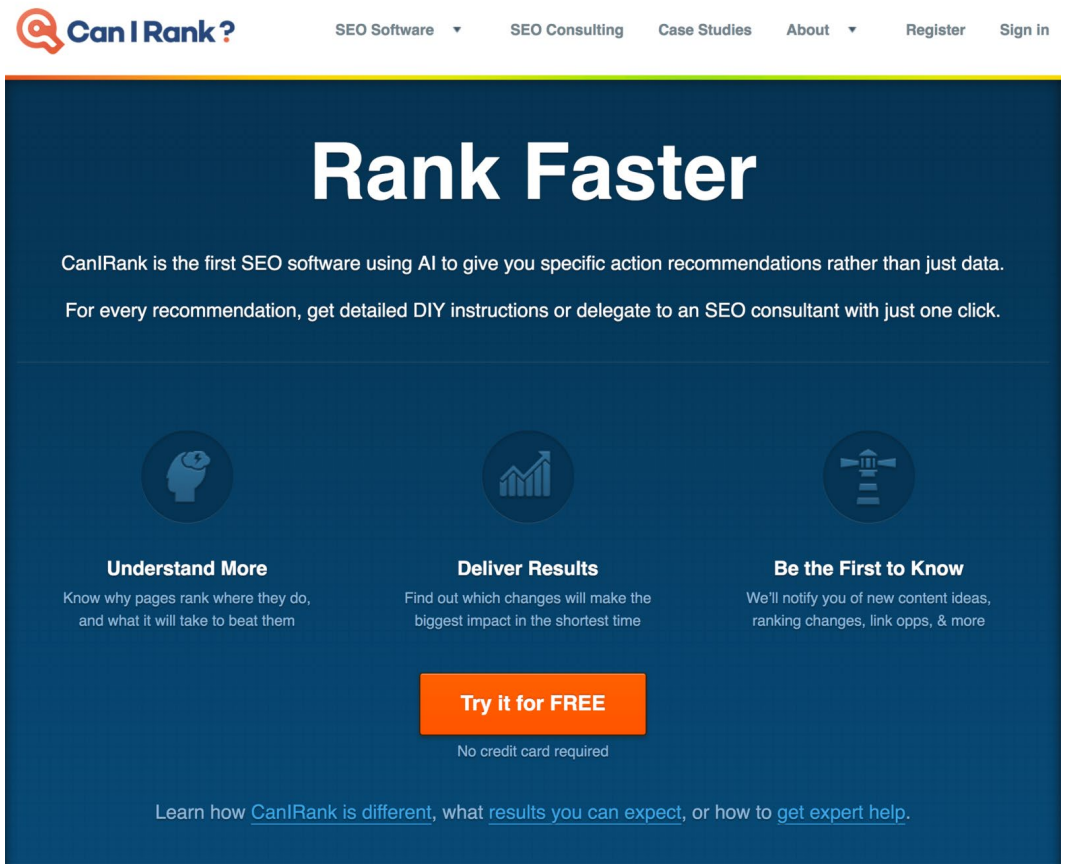

MOZ
root domain
backlinko.com
United Kingdom - en-GB
4,999 of 5,000 queries available until 02/24
Site
Ranking Keywords
Top Positions
Page Authority
Domain Authority
backlinko.com
5.4k
253 keywords in #1-3
664 keywords in #4-10
60
67
Top Ranking Keywords
Keyword
backlinko.com
Difficulty
Monthly Volume
seo tools
Tracked
#1
51
1.7k-2.9k
backlinko
Tracked
#1
61
501-850
best seo tools
Tracked
#1
37
201-500
cpa marketing
Tracked
#1
43
201-500
free seo
Tracked
#1
44
201-500
See all ranking keywords

I've tested all of them. And I find that they all size up keyword difficulty based on a combination of page authority and domain authority. So they all tend to come up with the same competition numbers.

Bottom Line? If your favorite keyword tool includes a keyword difficulty feature, go with that. You probably don't need to invest in another tool just to see how competitive a keyword is.

CanIRank

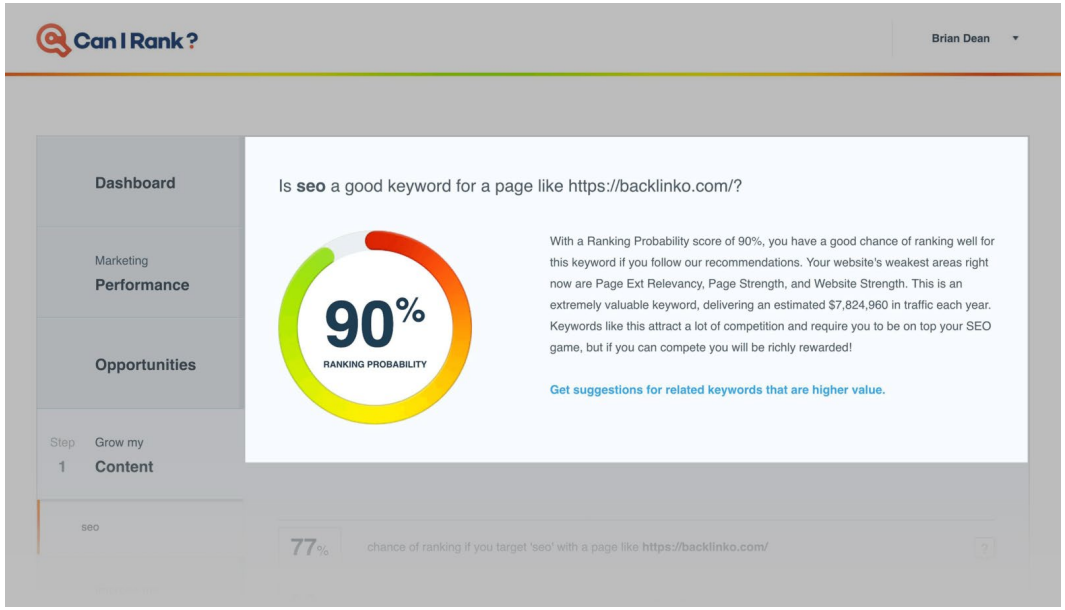
Believe it or not, but there's an entire tool dedicated to keyword difficulty: CanIRank.


Can I Rank?
SEO Software
SEO Consulting
Case Studies
About
Register
Sign in
Rank Faster
CanIRank is the first SEO software using AI to give you specific action recommendations rather than just data.
For every recommendation, get detailed DIY instructions or delegate to an SEO consultant with just one click.
Understand More
Know why pages rank where they do, and what it will take to beat them
Deliver Results
Find out which changes will make the biggest impact in the shortest time
Be the First to Know
We'll notify you of new content ideas, ranking changes, link opps, & more
Try it for FREE
No credit card required
Learn how CanIRank is different, what results you can expect, or how to get expert help.

What I like about this tool is that it doesn't just spit out a keyword difficulty number. Instead, it evaluates a keyword's competition level **relative to your website**.

For example, I recently popped the keyword "SEO" into CanIRank.

And the tool looked at Google's first page competition **compared to my site's authority**. And it gave me a "Ranking Probability" of 90%:


Can I Rank?
Brian Dean
Dashboard
Marketing
Performance
Opportunities
Step 1
Grow my
Content
seo
Is seo a good keyword for a page like https://backlinko.com/?
90%
RANKING PROBABILITY
With a Ranking Probability score of 90%, you have a good chance of ranking well for this keyword if you follow our recommendations. Your website's weakest areas right now are Page Ext Relevancy, Page Strength, and Website Strength. This is an extremely valuable keyword, delivering an estimated $7,824,960 in traffic each year. Keywords like this attract a lot of competition and require you to be on top your SEO game, but if you can compete you will be richly rewarded!
Get suggestions for related keywords that are higher value.
77%
chance of ranking if you target 'seo' with a page like https://backlinko.com/

Super helpful.

Chapter 5

How to Choose a Keyword

Now that you have a list of keywords, how do you know which one to pick?

Unfortunately, there's no tool out there that will tell you: "This is the best keyword on your list".

Instead, you need to size up each keyword based on a handful of different factors. Then, pick the keyword that's the best fit for your business.

As you might expect, that's exactly what I'm going to show you how to do in this chapter.

Search Volume

This is pretty straightforward.

The more people search for a keyword, the more traffic you can get from it.

The question is:

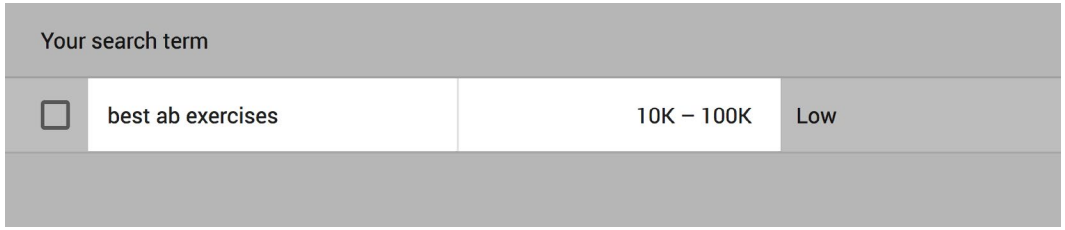
What's a "good" search volume?

Short answer: it depends.

The long answer:

Search volumes between industries are VERY different.

For example, a long tail keyword in the fitness niche (like: "best ab exercises") gets 10K-100K searches per month:



But a long tail keyword in a B2B space like digital marketing (like: “best seo software”) only gets 100-1K monthly searches.

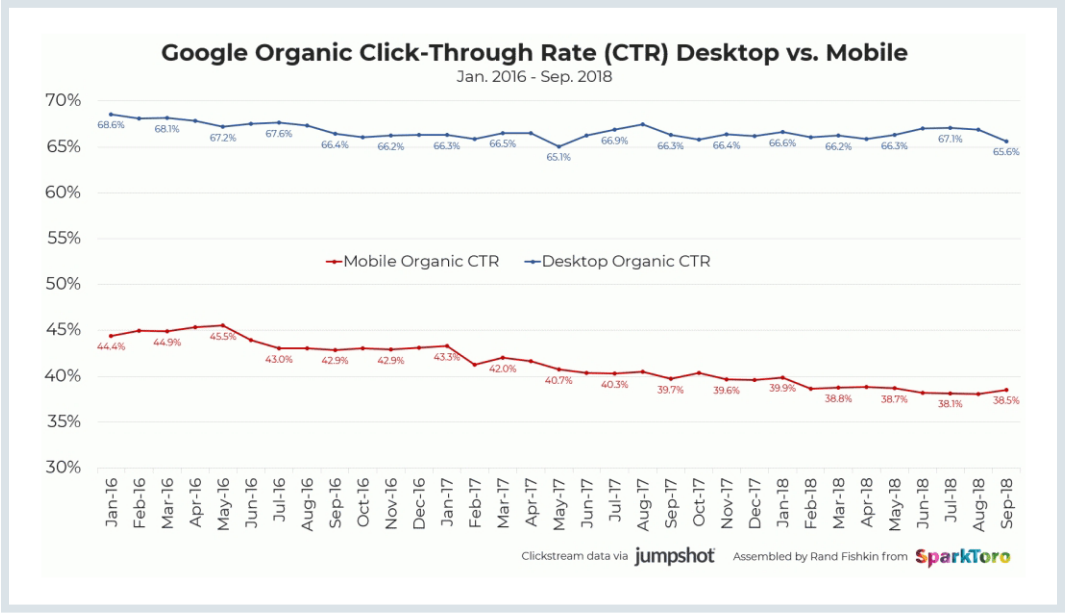
Your search term		
best seo software	100 – 1K	Low

That’s why you want to figure out what a “high” and “low” search volume number is in **your niche.**

Then, choose keywords based on what’s normal for your industry.

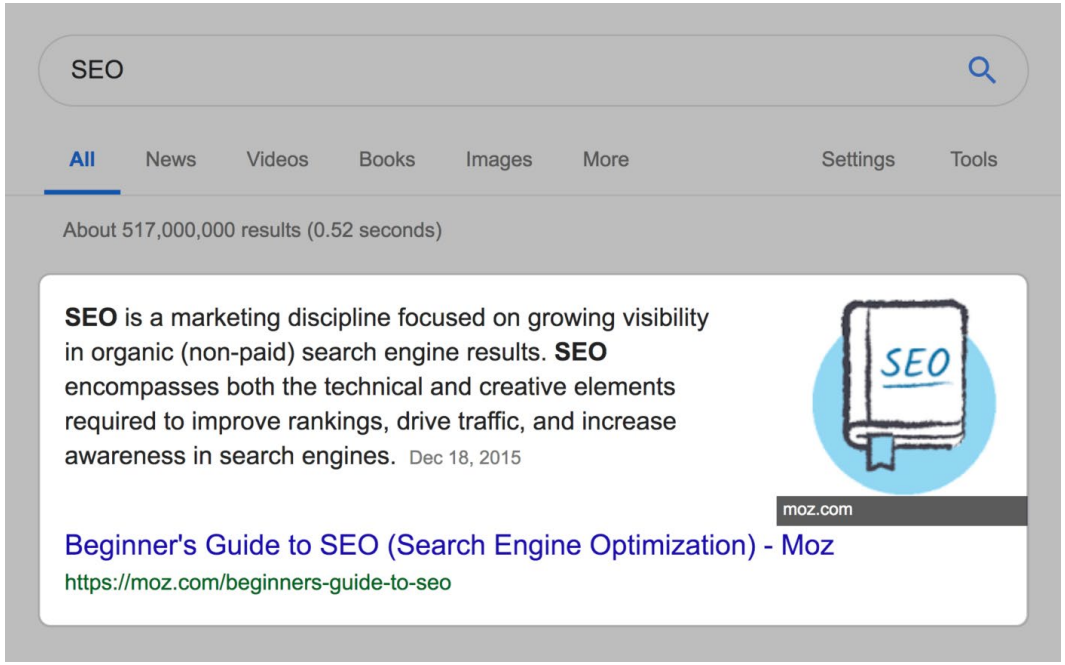
Organic Click-Through-Rate

It's no secret that the number of Google searchers that click on an organic search result is way down.


Google Organic Click-Through Rate (CTR) Desktop vs. Mobile
Jan. 2016 - Sep. 2018
70%
65%
60%
55%
50%
45%
40%
35%
30%
Mobile Organic CTR
Desktop Organic CTR
68.6% 68.1% 67.2% 67.6% 66.4% 66.2% 66.3% 66.5% 65.1% 66.9% 66.3% 66.4% 66.6% 66.2% 66.3% 67.1% 65.6%
44.4% 44.9% 45.5% 43.0% 42.9% 42.9% 43.3% 42.0% 40.7% 40.3% 39.7% 39.6% 39.9% 38.8% 38.7% 38.1% 38.5%
Jan-16 Feb-16 Mar-16 Apr-16 May-16 Jun-16 Jul-16 Aug-16 Sep-16 Oct-16 Nov-16 Dec-16 Jan-17 Feb-17 Mar-17 Apr-17 May-17 Jun-17 Jul-17 Aug-17 Sep-17 Oct-17 Nov-17 Dec-17 Jan-18 Feb-18 Mar-18 Apr-18 May-18 Jun-18 Jul-18 Aug-18 Sep-18
Clickstream data via jumpshot Assembled by Rand Fishkin from SparkToro

And it's no secret why.

Featured Snippets make it so you don't need to click on anything to get an answer:


SEO
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News
Videos
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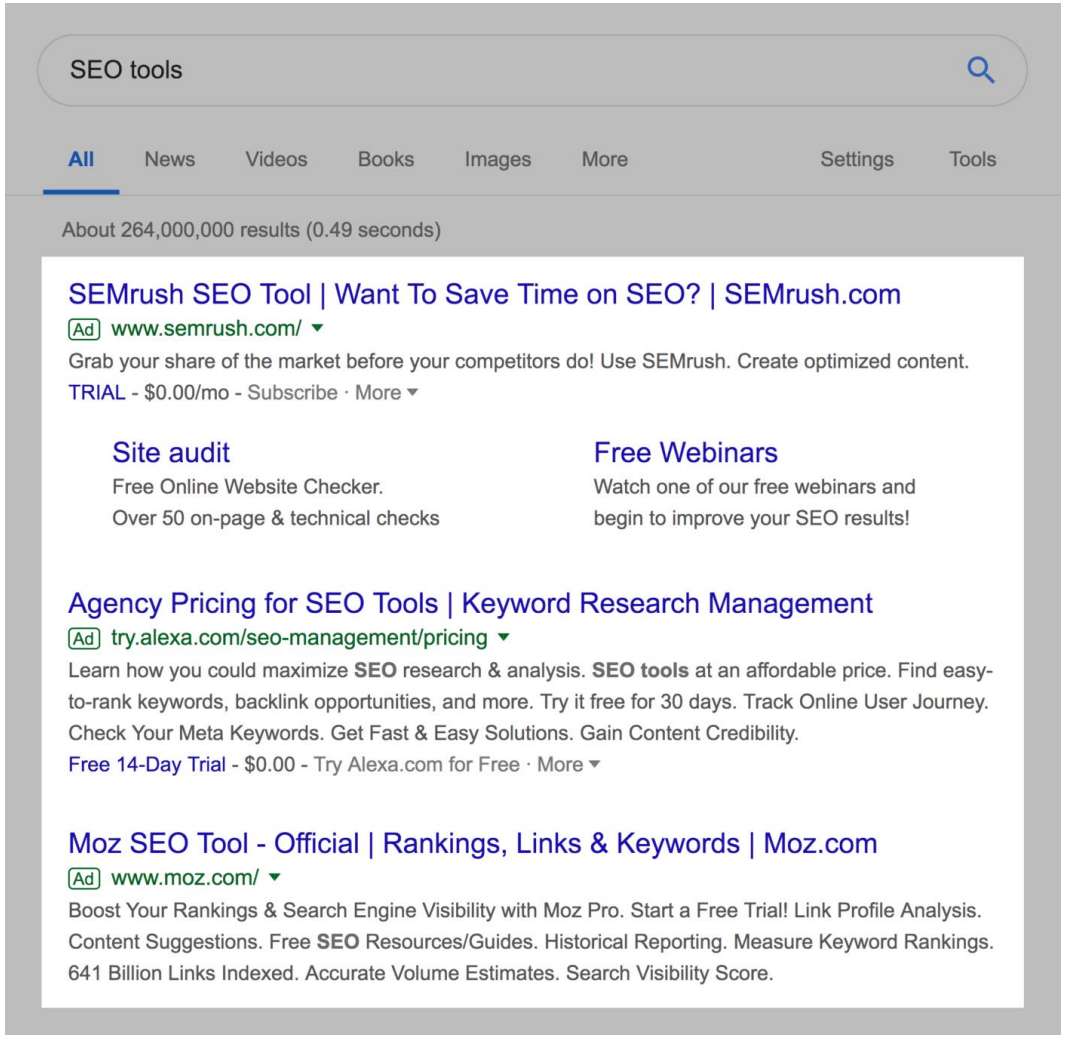
About 517,000,000 results (0.52 seconds)
SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines. Dec 18, 2015
SEO
moz.com
Beginner's Guide to SEO (Search Engine Optimization) - Moz
https://moz.com/beginners-guide-to-seo

Plus, Google now packs the search results with more ads than ever before:


SEO tools
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About 264,000,000 results (0.49 seconds)
SEMrush SEO Tool | Want To Save Time on SEO? | SEMrush.com
Ad www.semrush.com/
Grab your share of the market before your competitors do! Use SEMrush. Create optimized content.
TRIAL - $0.00/mo - Subscribe · More
Site audit
Free Online Website Checker.
Over 50 on-page & technical checks
Free Webinars
Watch one of our free webinars and
begin to improve your SEO results!
Agency Pricing for SEO Tools | Keyword Research Management
Ad try.alexa.com/seo-management/pricing
Learn how you could maximize SEO research & analysis. SEO tools at an affordable price. Find easy-to-rank keywords, backlink opportunities, and more. Try it free for 30 days. Track Online User Journey. Check Your Meta Keywords. Get Fast & Easy Solutions. Gain Content Credibility.
Free 14-Day Trial - $0.00 - Try Alexa.com for Free · More
Moz SEO Tool - Official | Rankings, Links & Keywords | Moz.com
Ad www.moz.com/
Boost Your Rankings & Search Engine Visibility with Moz Pro. Start a Free Trial! Link Profile Analysis. Content Suggestions. Free SEO Resources/Guides. Historical Reporting. Measure Keyword Rankings. 641 Billion Links Indexed. Accurate Volume Estimates. Search Visibility Score.

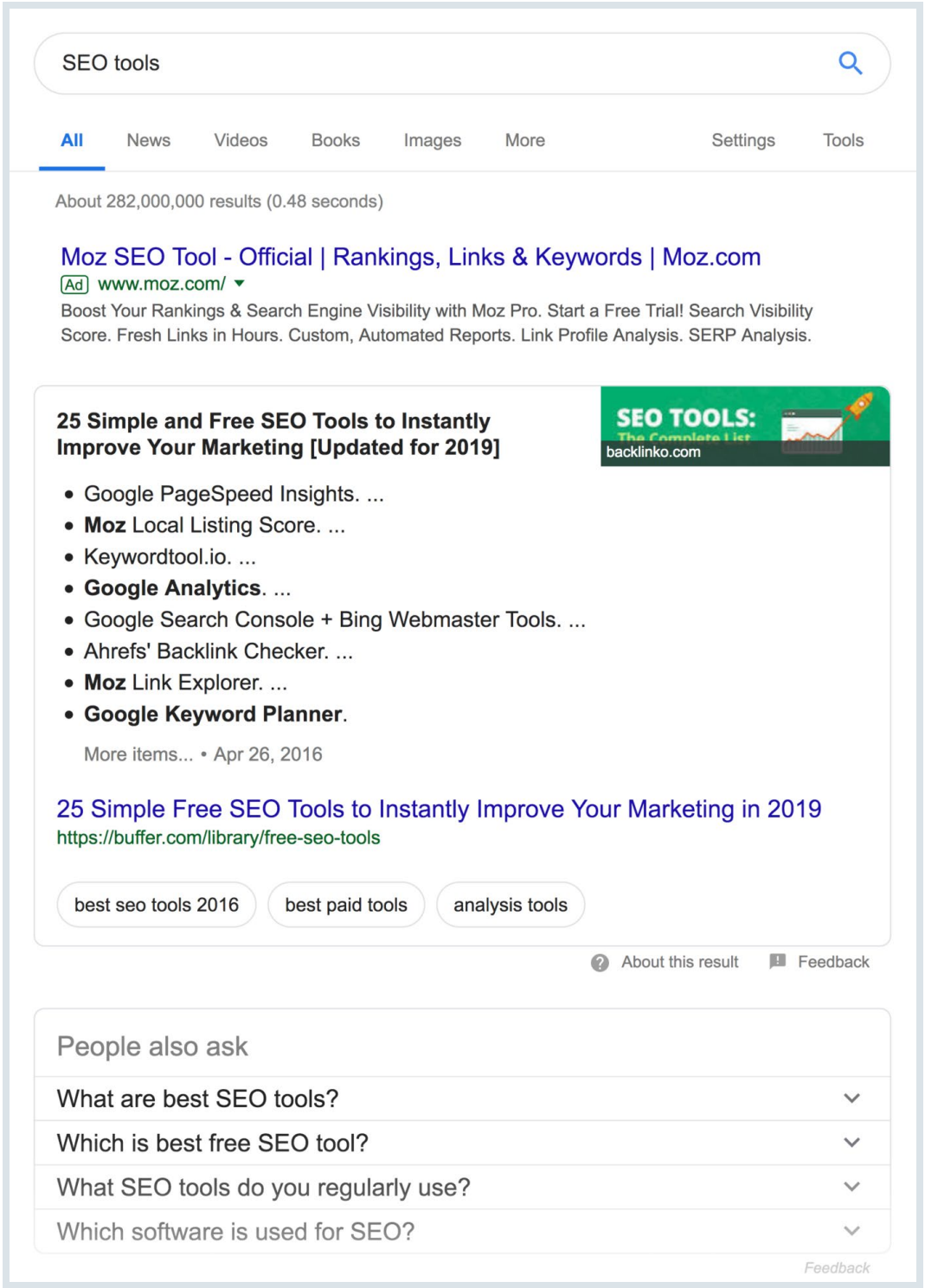
The bottom line?

Search volume only gives you part of the story. To get a full estimate of how many clicks you'll get from a first page Google ranking, **you also need to estimate organic CTR.**

Here are two simple ways to do it...

First, you can look at the SERPs (Search Engine Result Page) for your keyword.

If you see a lot of stuff on the first page (like a Featured Snippet and multiple Google Adwords ads), then you know that you're not going to get a ton of clicks... even if you rank #1.


SEO tools
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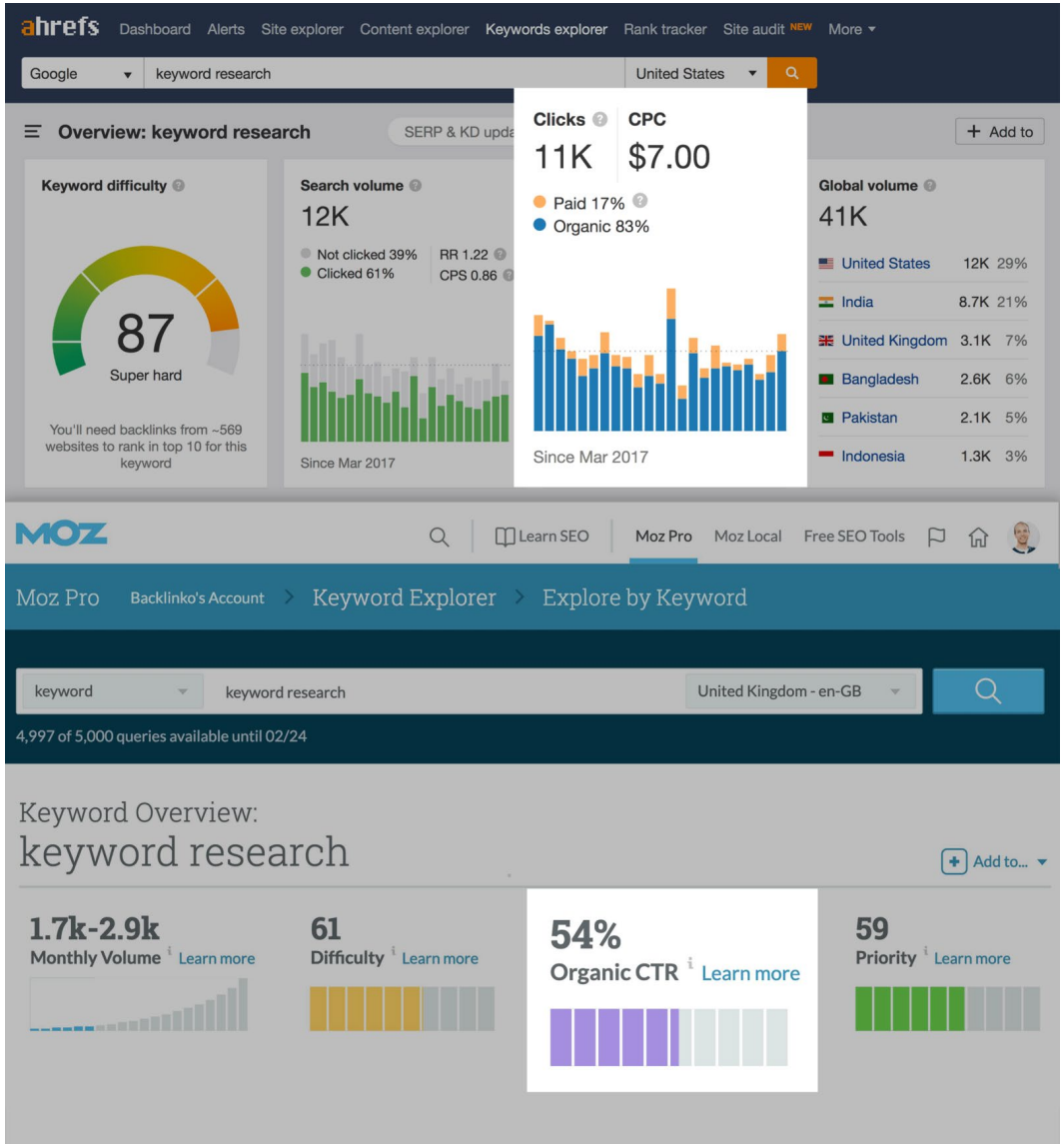
Moz SEO Tool - Official | Rankings, Links & Keywords | Moz.com
Ad www.moz.com/
Boost Your Rankings & Search Engine Visibility with Moz Pro. Start a Free Trial! Search Visibility Score. Fresh Links in Hours. Custom, Automated Reports. Link Profile Analysis. SERP Analysis.
25 Simple and Free SEO Tools to Instantly Improve Your Marketing [Updated for 2019]
SEO TOOLS:
backlinko.com
Google PageSpeed Insights. ...
Moz Local Listing Score. ...
Keywordtool.io. ...
Google Analytics. ...
Google Search Console + Bing Webmaster Tools. ...
Ahrefs' Backlink Checker. ...
Moz Link Explorer. ...
Google Keyword Planner.
More items... • Apr 26, 2016
25 Simple Free SEO Tools to Instantly Improve Your Marketing in 2019
https://buffer.com/library/free-seo-tools
best seo tools 2016
best paid tools
analysis tools
About this result
Feedback
People also ask
What are best SEO tools?
Which is best free SEO tool?
What SEO tools do you regularly use?
Which software is used for SEO?
Feedback

Second, you can use a tool.

Ahrefs and Moz pro both estimate organic CTR.



With all that said:

I wouldn't avoid a keyword just because it has a low CTR. If lots of people search for that term, it might still be worth going after.

Difficulty

I covered this in Chapter 4.

But to recap:

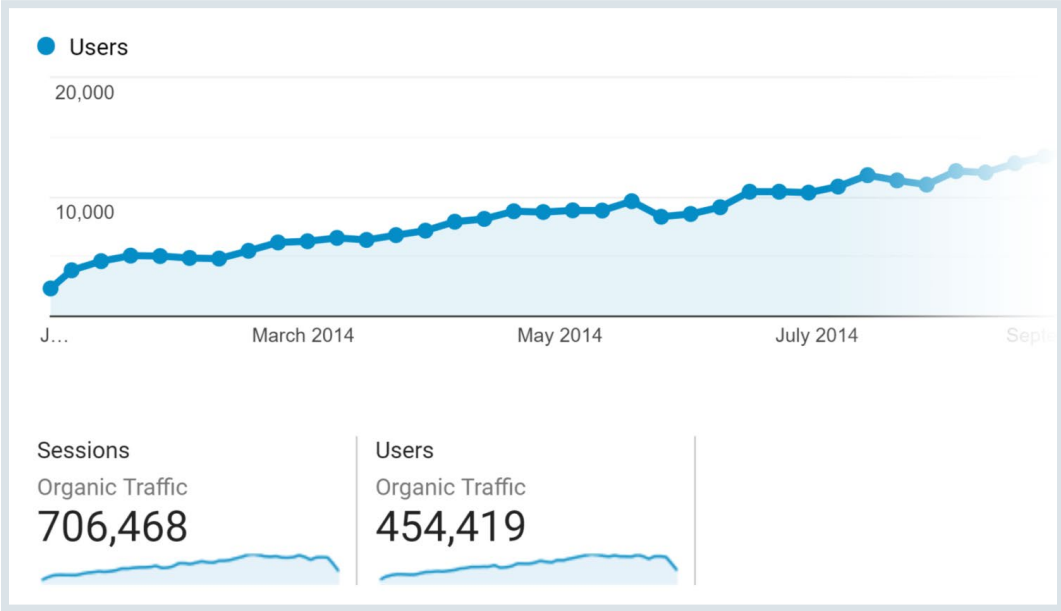
If your site is new (or doesn't have a ton of links yet), target low-competition terms at first.

Then, as your site grows in authority, you can start to target more competitive stuff.

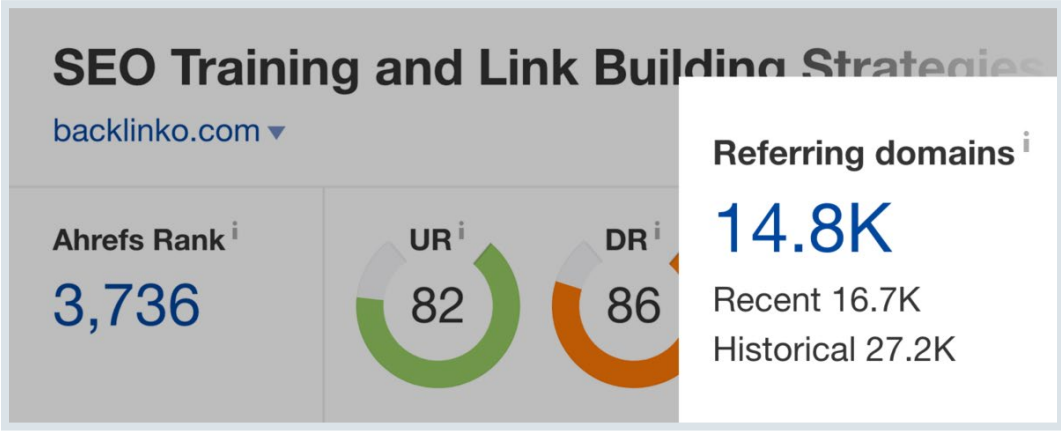
For example:

When I first launched Backlinko, I targeted almost 100% long tail keywords (like: "how to get backlinks").

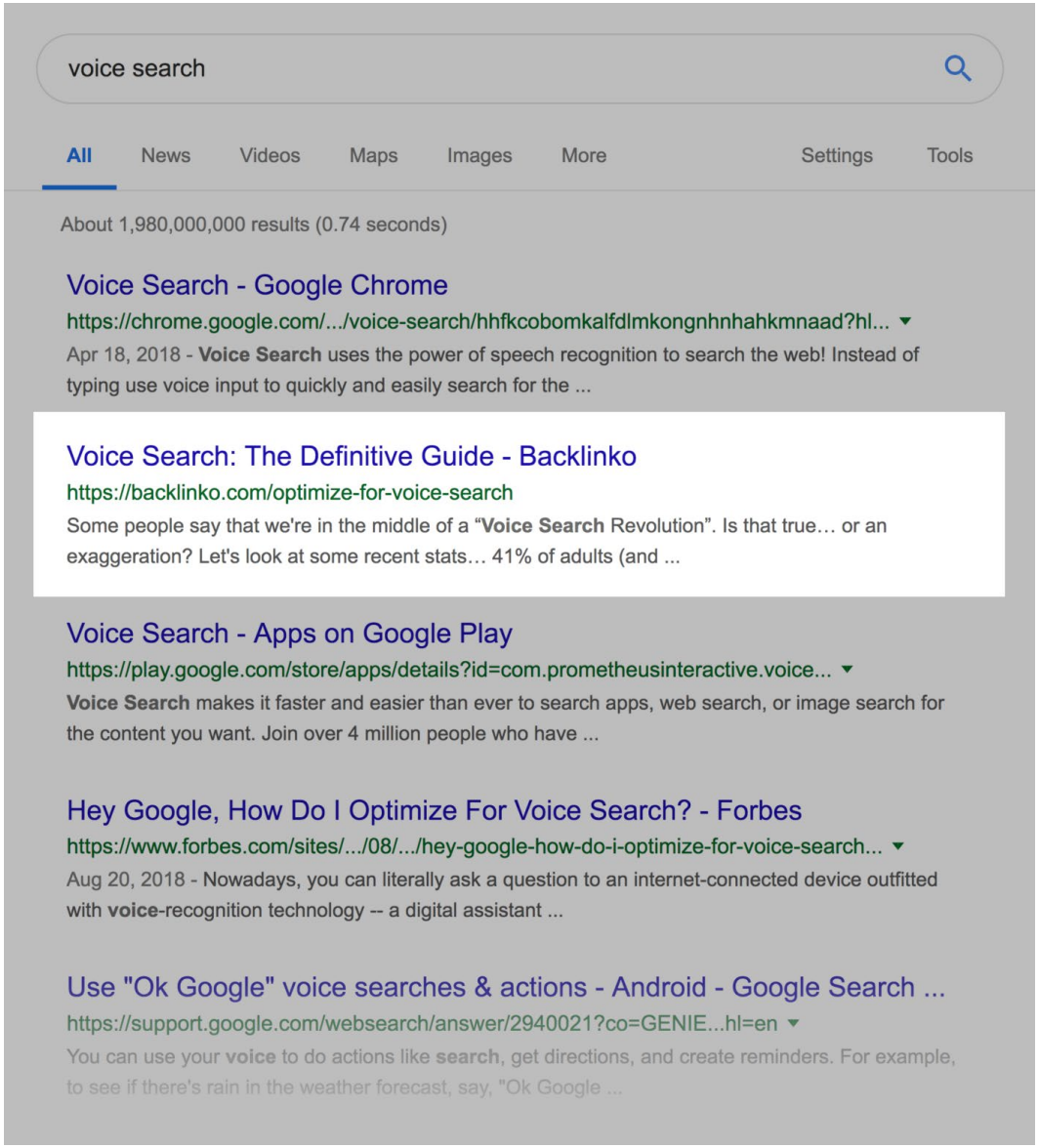
And because I didn't have a ton of sites to compete with, I was able to crack the first page within a few weeks. Which helped me achieve some early SEO success.



Today, my site has backlinks from over 10k different domains:



So I can target more competitive keywords (like: “voice search”).


voice search
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Videos
Maps
Images
More
Settings
Tools
About 1,980,000,000 results (0.74 seconds)
Voice Search - Google Chrome
https://chrome.google.com/.../voice-search/hhfkcobomkalfdlmkongnhnhahkmnaad?hl...
Apr 18, 2018 - Voice Search uses the power of speech recognition to search the web! Instead of typing use voice input to quickly and easily search for the ...
Voice Search: The Definitive Guide - Backlinko
https://backlinko.com/optimize-for-voice-search
Some people say that we're in the middle of a “Voice Search Revolution”. Is that true… or an exaggeration? Let's look at some recent stats… 41% of adults (and ...
Voice Search - Apps on Google Play
https://play.google.com/store/apps/details?id=com.prometheusinteractive.voice...
Voice Search makes it faster and easier than ever to search apps, web search, or image search for the content you want. Join over 4 million people who have ...
Hey Google, How Do I Optimize For Voice Search? - Forbes
https://www.forbes.com/sites/.../08/.../hey-google-how-do-i-optimize-for-voice-search...
Aug 20, 2018 - Nowadays, you can literally ask a question to an internet-connected device outfitted with voice-recognition technology -- a digital assistant ...
Use "Ok Google" voice searches & actions - Android - Google Search ...
https://support.google.com/websearch/answer/2940021?co=GENIE...hl=en
You can use your voice to do actions like search, get directions, and create reminders. For example, to see if there's rain in the weather forecast, say, "Ok Google ...

CPC

CPC (cost per click) is a single metric that answers one important question:

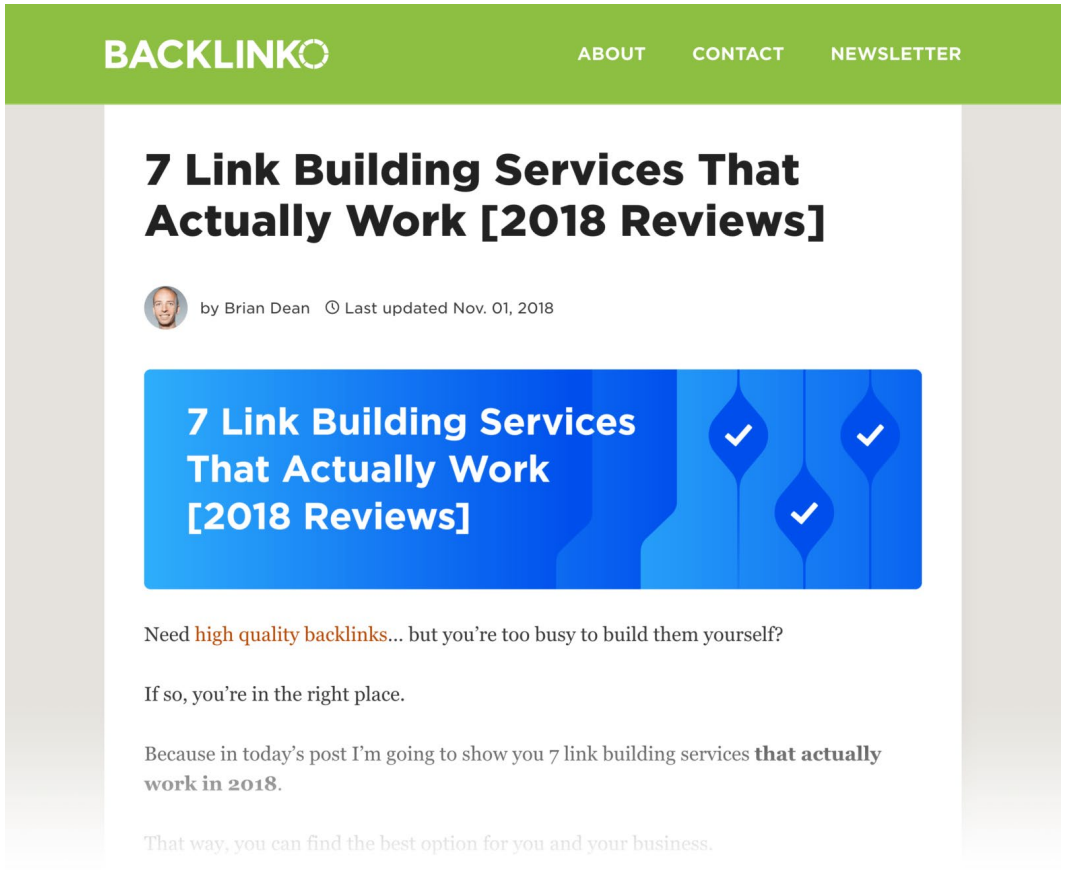
Do people searching for this keyword actually spend money?

So yeah, search volume is nice and all.

But if the person searching for that keyword is broke, then there's no point in targeting that term.

Plus, you can sometimes get a great ROI from a keyword that doesn't get that many searches... if the CPC is high enough.

For example, one of my target keywords is “link building services”.


BACKLINKO
ABOUT
CONTACT
NEWSLETTER
7 Link Building Services That Actually Work [2018 Reviews]
by Brian Dean
Last updated Nov. 01, 2018
7 Link Building Services That Actually Work [2018 Reviews]
Need high quality backlinks... but you're too busy to build them yourself?
If so, you're in the right place.
Because in today's post I'm going to show you 7 link building services that actually work in 2018.
That way, you can find the best option for you and your business.

According to the Google Keyword Planner, this keyword gets around 10-100 searches per month.

☐	seo backlinks	1K – 10K	Medium	–	$5.15
☐	backlink building service	10 – 100	Medium	–	$7.15
☐	backlink builder	100 – 1K	Medium	–	$5.14

So if I ONLY looked at search volume, I'd say: "This is a horrible keyword".

That's why it's super important to ALSO look at CPC.

The CPC on that keyword is $7.15.

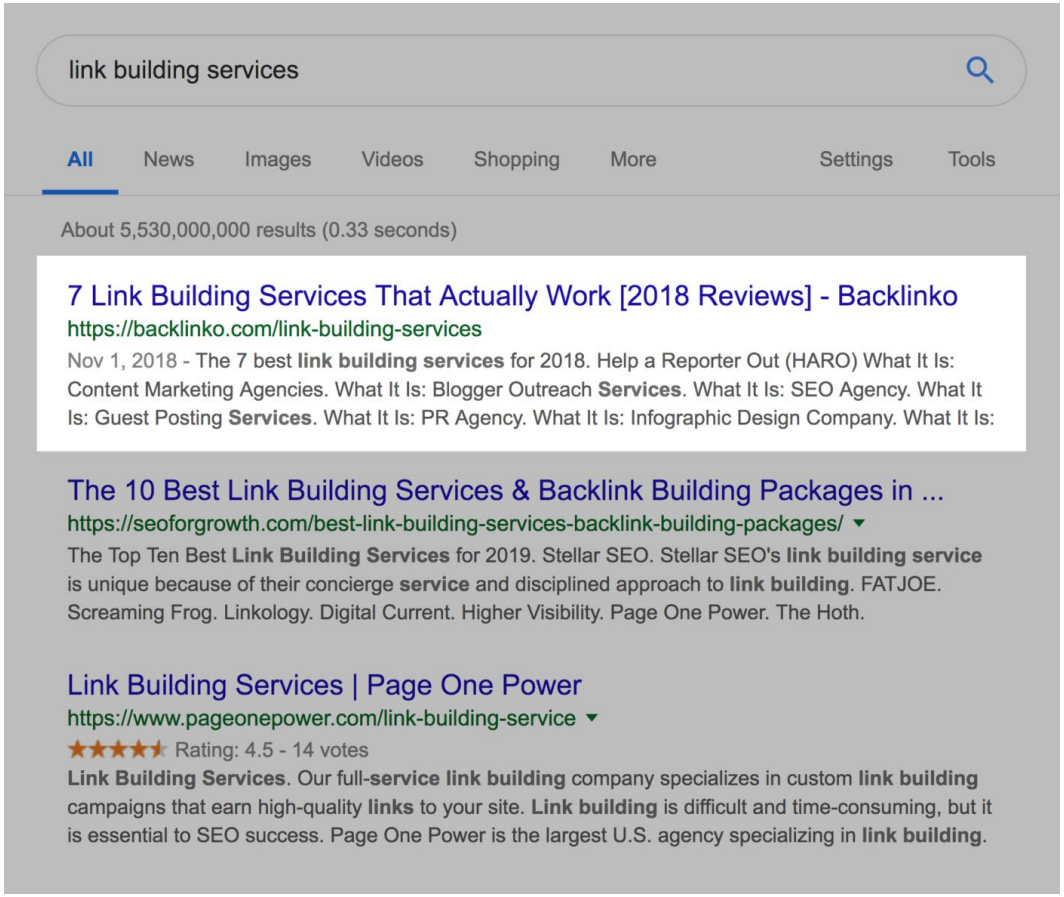
☐	seo backlinks	1K – 10K	Medium	–	$5.15
☐	backlink building service	10 – 100	Medium	–	$7.15
☐	backlink builder	100 – 1K	Medium	–	$5.14

Which means that people are spending $7.15 every time someone searching for that keyword clicks on an ad.

So even though the search volume for that term isn't that high, the CPC more than makes up for it.

Based on CPC (and the fact that the keyword wasn't super competitive) I decided to create content optimized around that term.

And that blog post now ranks in the top 3 for my target keyword.


link building services
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About 5,530,000,000 results (0.33 seconds)
7 Link Building Services That Actually Work [2018 Reviews] - Backlinko
https://backlinko.com/link-building-services
Nov 1, 2018 - The 7 best link building services for 2018. Help a Reporter Out (HARO) What It Is: Content Marketing Agencies. What It Is: Blogger Outreach Services. What It Is: SEO Agency. What It Is: Guest Posting Services. What It Is: PR Agency. What It Is: Infographic Design Company. What It Is:
The 10 Best Link Building Services & Backlink Building Packages in ...
https://seoforgrowth.com/best-link-building-services-backlink-building-packages/
The Top Ten Best Link Building Services for 2019. Stellar SEO. Stellar SEO's link building service is unique because of their concierge service and disciplined approach to link building. FATJOE. Screaming Frog. Linkology. Digital Current. Higher Visibility. Page One Power. The Hoth.
Link Building Services | Page One Power
https://www.pageonepower.com/link-building-service
Rating: 4.5 - 14 votes
Link Building Services. Our full-service link building company specializes in custom link building campaigns that earn high-quality links to your site. Link building is difficult and time-consuming, but it is essential to SEO success. Page One Power is the largest U.S. agency specializing in link building.

Business Fit

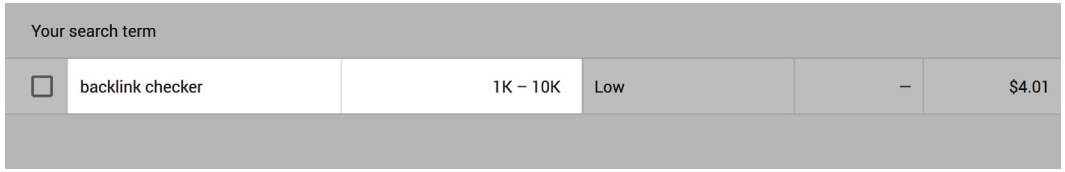
Here's where you look at how likely it is that someone searching for a keyword will become a customer.

Yup, CPC helps you figure this out. But it doesn't tell the entire story.

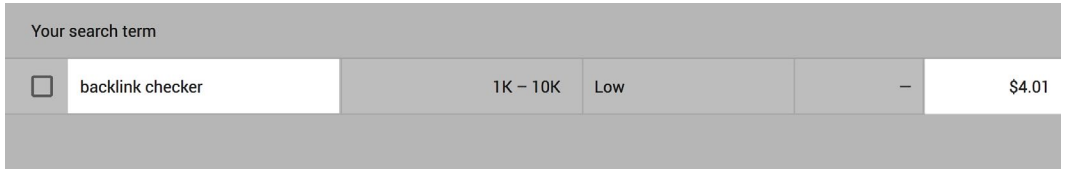
For example, a few weeks ago I came across the keyword: "backlink checker".

On the surface, this is a great keyword.

It gets a decent amount of searches:



And has a $4.01 CPC:



It's also not that competitive.

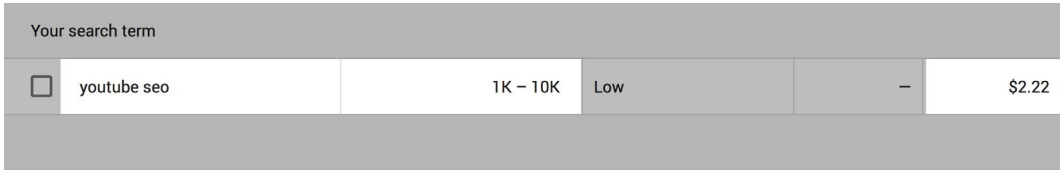
So this keyword is a winner, right?

Well... not really.

You see, Backlinko is an SEO training company. Which means I don't sell a backlink analysis tool. So even if I DID rank #1 for that keyword, it wouldn't do me much good.

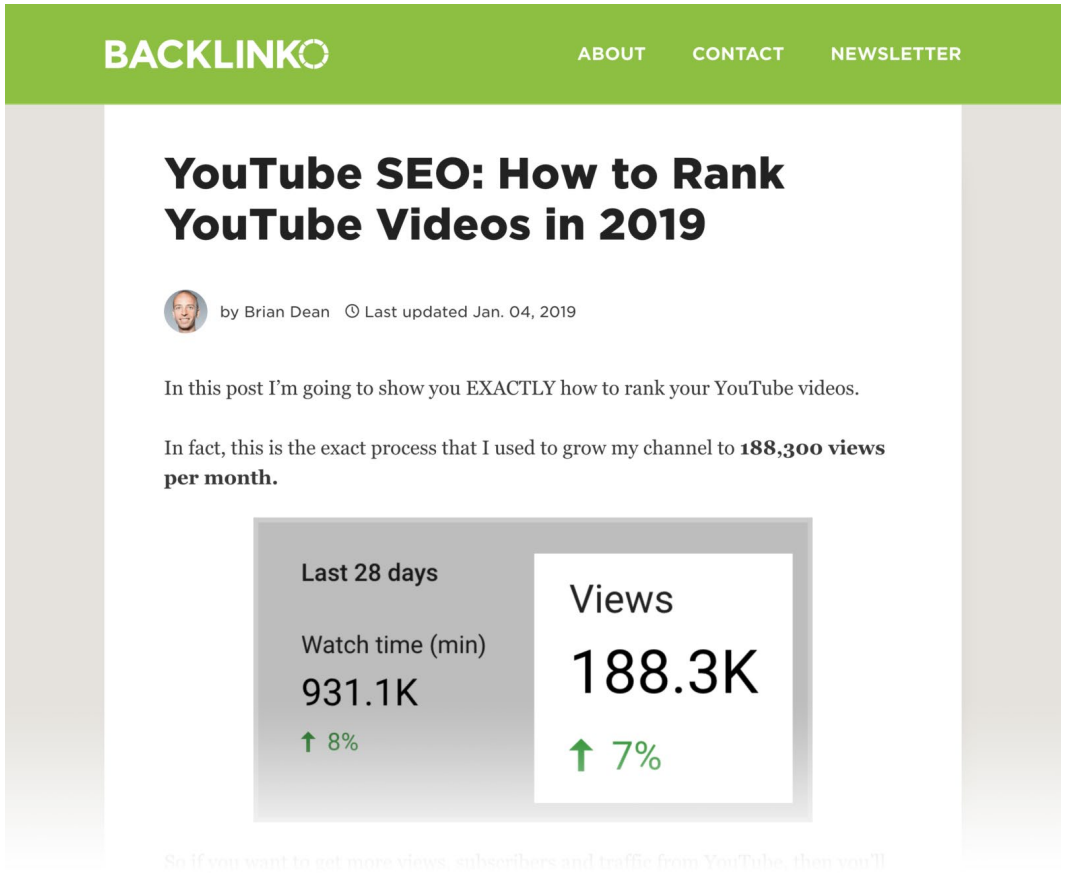
Contrast that with a keyword like "YouTube SEO".

This keyword's CPC is only $2.22.



But considering that I sell a YouTube training course, this term is a 10/10 in terms of business fit.

Which is why I wrote a piece of content around that keyword:


BACKLINKO
ABOUT
CONTACT
NEWSLETTER
YouTube SEO: How to Rank YouTube Videos in 2019
by Brian Dean
Last updated Jan. 04, 2019
In this post I'm going to show you EXACTLY how to rank your YouTube videos.
In fact, this is the exact process that I used to grow my channel to 188,300 views per month.
Last 28 days
Watch time (min)
931.1K
8%
Views
188.3K
7%

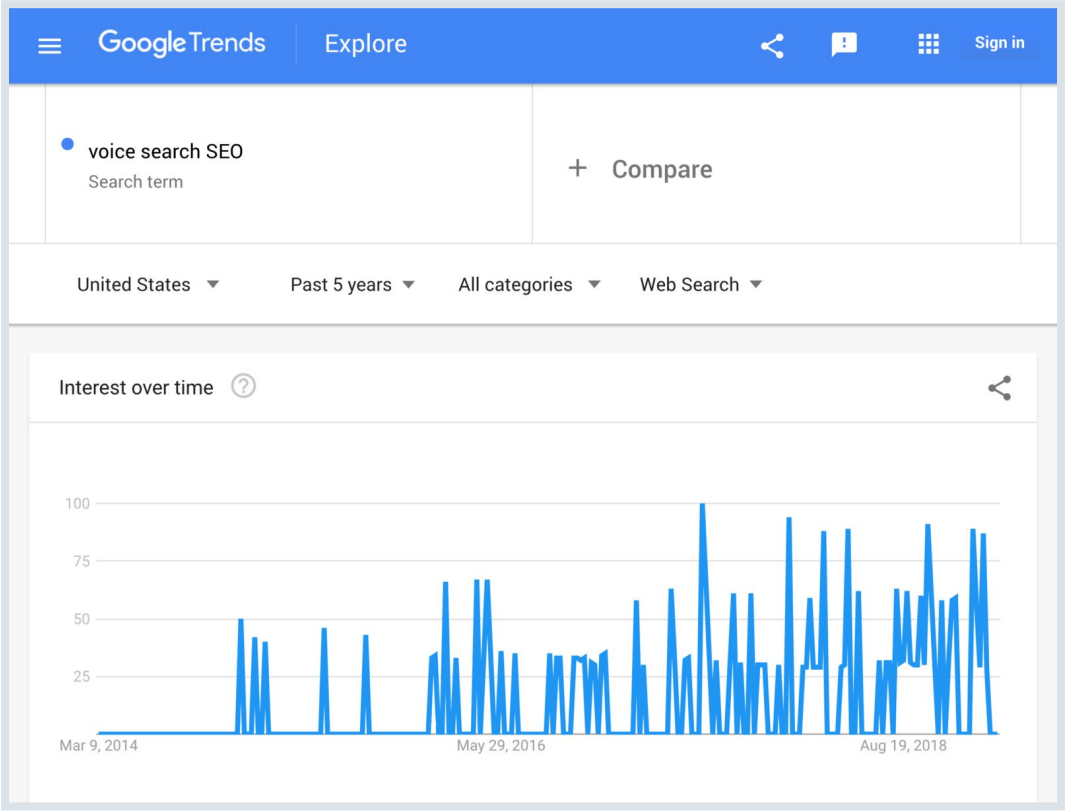
Keyword Trends

Finally, you want to see if your keyword is growing fast... or dying slow. And the best way to do that? Google Trends.

For example, last year I was considering the keyword: “voice search SEO”.

But I decided to pop that keyword into Google Trends before pulling the trigger.

As you can see, interest in that keyword is growing fast.



Which is why I optimized this page around that term.

BACKLINKO
ABOUT
CONTACT
NEWSLETTER
We Analyzed 10,000 Google Home Results. Here's What We Learned About Voice Search SEO
by Brian Dean
Last updated Feb. 28, 2018
10,000 Results
Voice Search Ranking Factors Study
We analyzed 10,000 Google Home search results to answer the question:
How do you optimize your site for voice search?
Specifically, we investigated the role of 11 potential ranking factors (including Page

Even though that piece of content only brings in about 1k monthly search engine visitors per month today...

Landing Page	Acquisition		
	Sessions ↓	% New Sessions	New Users
Organic Traffic	1,137 % of Total: 0.29% (391,614)	59.63% Avg for View: 61.15% (-2.49%)	678 % of Total: 0.28% (239,475)
1. /voice-search-seo-study	**1,137**(100.00%)	59.63%	678(100.00%)

...the trend tells me that traffic to this post should increase over time.

Chapter 6

Advanced Tips and Strategies

Now that you've mastered the basics of keyword research, it's time to cover some cool advanced stuff.

Specifically, I'm going to reveal a bunch of tactical keyword research tips that you can implement right away.

So without further ado, let's dive right into the tips.

Barnacle SEO

Let's say that you found the PERFECT keyword.

And you rank in the top 3 for that term.

You're pretty much done, right?

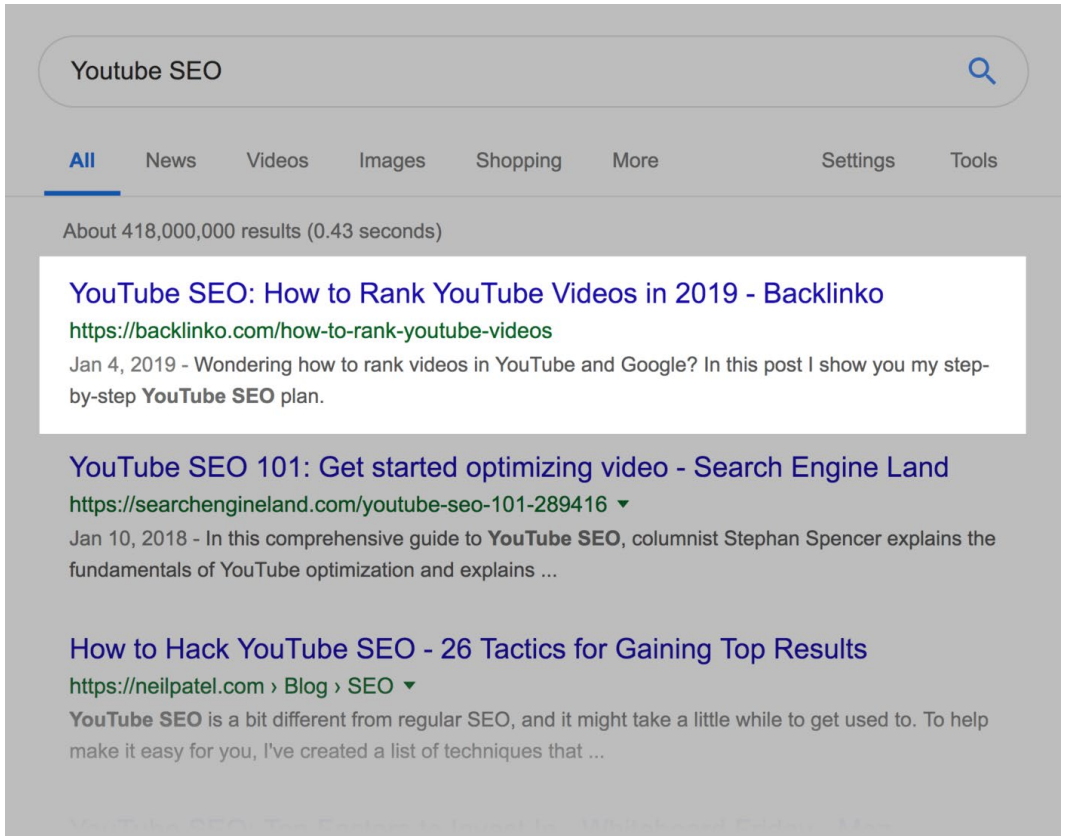
Actually... not really.

As it turns out, you can get even MORE traction from that keyword with Barnacle SEO.

Barnacle SEO is the practice of using other sites' authority to rank on the first page.

For example, one of my best keywords (in terms of conversions) is: YouTube SEO.

Like I mentioned earlier, I wrote a post about YouTube SEO. And that post ranks #1 in Google for that keyword.


Youtube SEO
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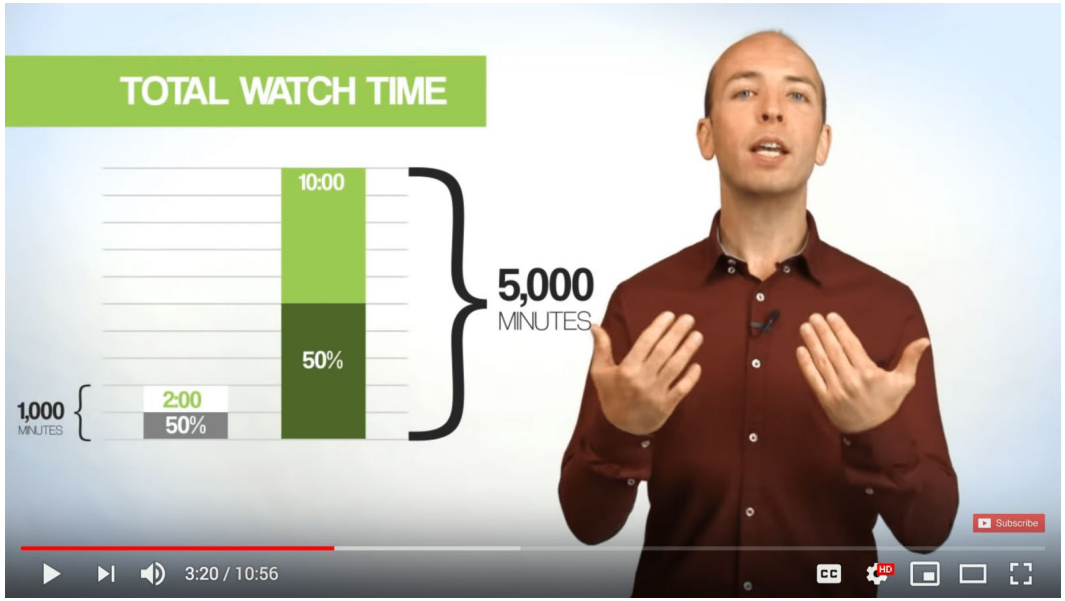
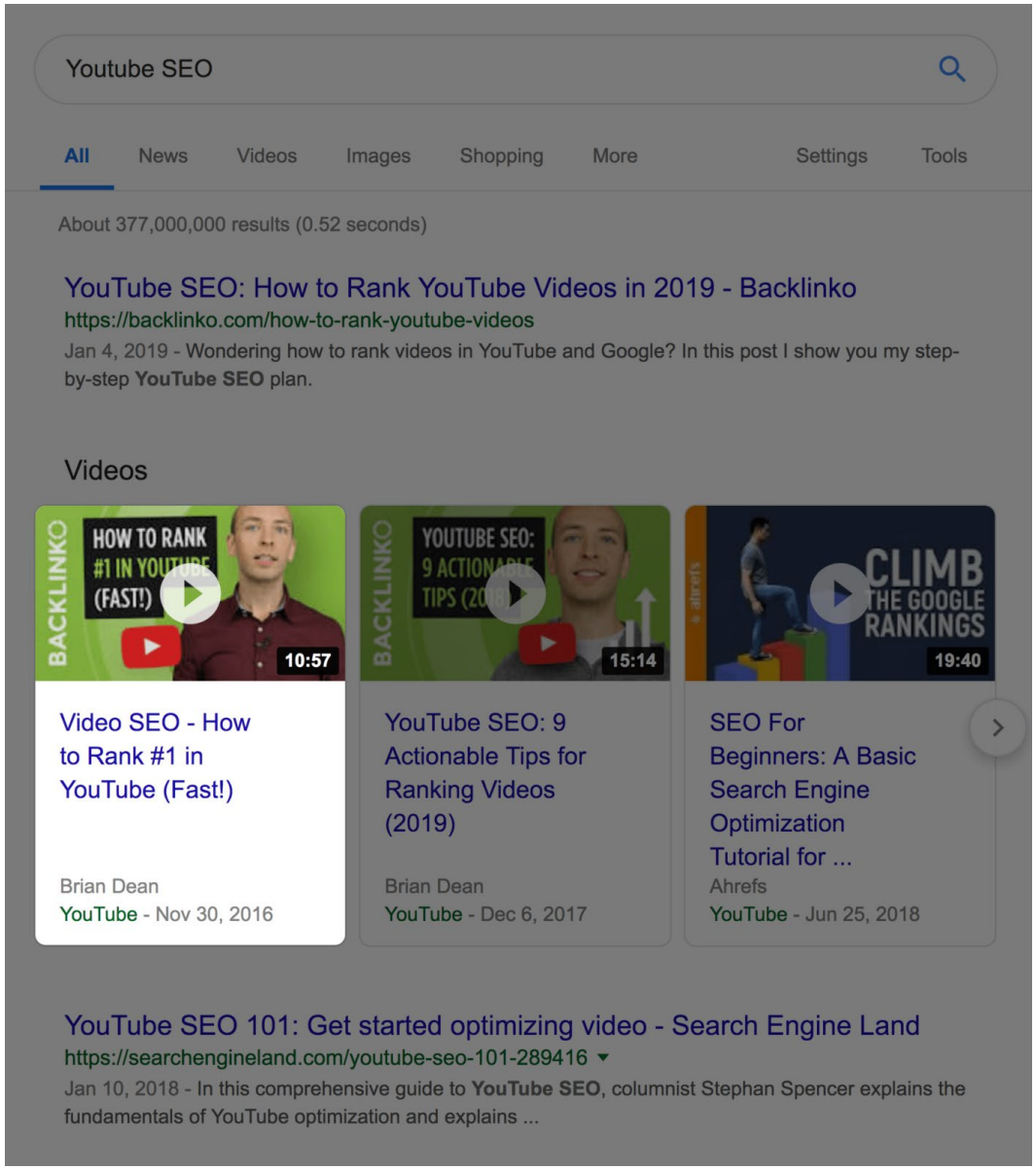
About 418,000,000 results (0.43 seconds)
YouTube SEO: How to Rank YouTube Videos in 2019 - Backlinko
https://backlinko.com/how-to-rank-youtube-videos
Jan 4, 2019 - Wondering how to rank videos in YouTube and Google? In this post I show you my step-by-step YouTube SEO plan.
YouTube SEO 101: Get started optimizing video - Search Engine Land
https://searchengineland.com/youtube-seo-101-289416
Jan 10, 2018 - In this comprehensive guide to YouTube SEO, columnist Stephan Spencer explains the fundamentals of YouTube optimization and explains ...
How to Hack YouTube SEO - 26 Tactics for Gaining Top Results
https://neilpatel.com › Blog › SEO
YouTube SEO is a bit different from regular SEO, and it might take a little while to get used to. To help make it easy for you, I've created a list of techniques that ...

Sure, a #1 ranking is great. But it's still only one spot in the SERPs.

That's why I created a YouTube video optimized for that keyword...



...a video that also ranks on Google's first page.


Youtube SEO
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About 377,000,000 results (0.52 seconds)
YouTube SEO: How to Rank YouTube Videos in 2019 - Backlinko
https://backlinko.com/how-to-rank-youtube-videos
Jan 4, 2019 - Wondering how to rank videos in YouTube and Google? In this post I show you my step-by-step YouTube SEO plan.
Videos
HOW TO RANK
#1 IN YOUTUBE
(FAST!)
BACKLINKO
10:57
Video SEO - How to Rank #1 in YouTube (Fast!)
Brian Dean
YouTube - Nov 30, 2016
YOUTUBE SEO:
9 ACTIONABLE
TIPS (20
BACKLINKO
15:14
YouTube SEO: 9 Actionable Tips for Ranking Videos (2019)
Brian Dean
YouTube - Dec 6, 2017
CLIMB
THE GOOGLE
RANKINGS
19:40
SEO For Beginners: A Basic Search Engine Optimization Tutorial for ...
Ahrefs
YouTube - Jun 25, 2018
YouTube SEO 101: Get started optimizing video - Search Engine Land
https://searchengineland.com/youtube-seo-101-289416
Jan 10, 2018 - In this comprehensive guide to YouTube SEO, columnist Stephan Spencer explains the fundamentals of YouTube optimization and explains ...

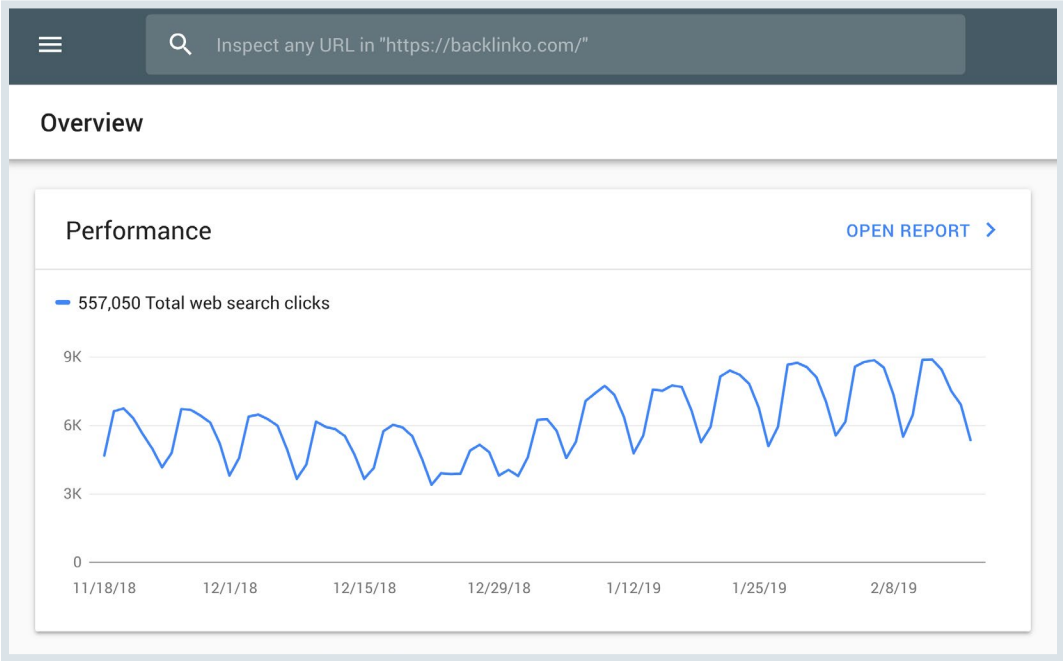
Bottom line? If you find an amazing keyword, you want to take up as much first page real estate as you can. First, create content on that topic on your own site. Then, publish keyword-optimized content on authority sites, like YouTube, LinkedIn, Medium and more.

GSC Keyword Research

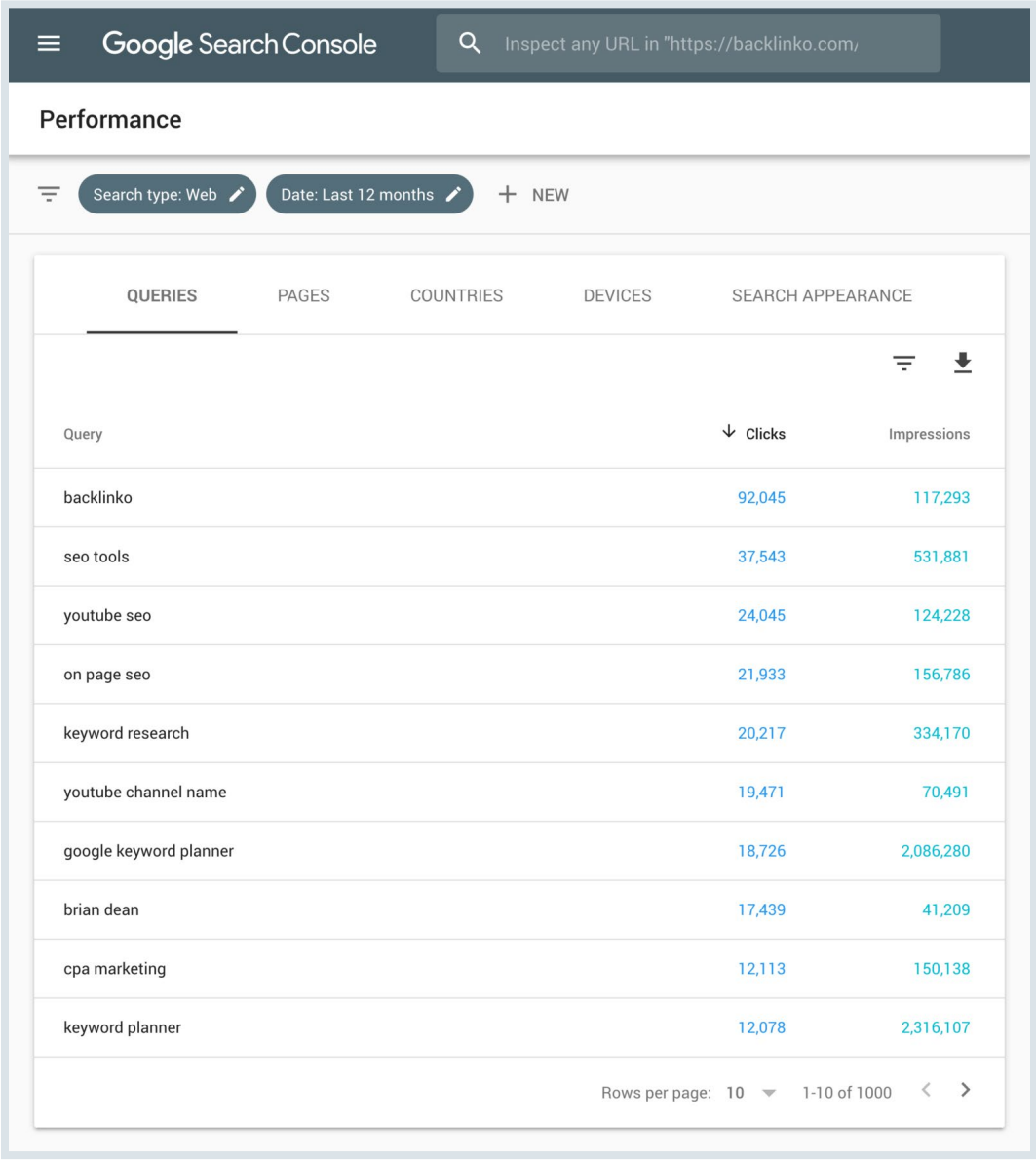
The Google Search Console is a goldmine of keyword ideas.

Here's how it works:

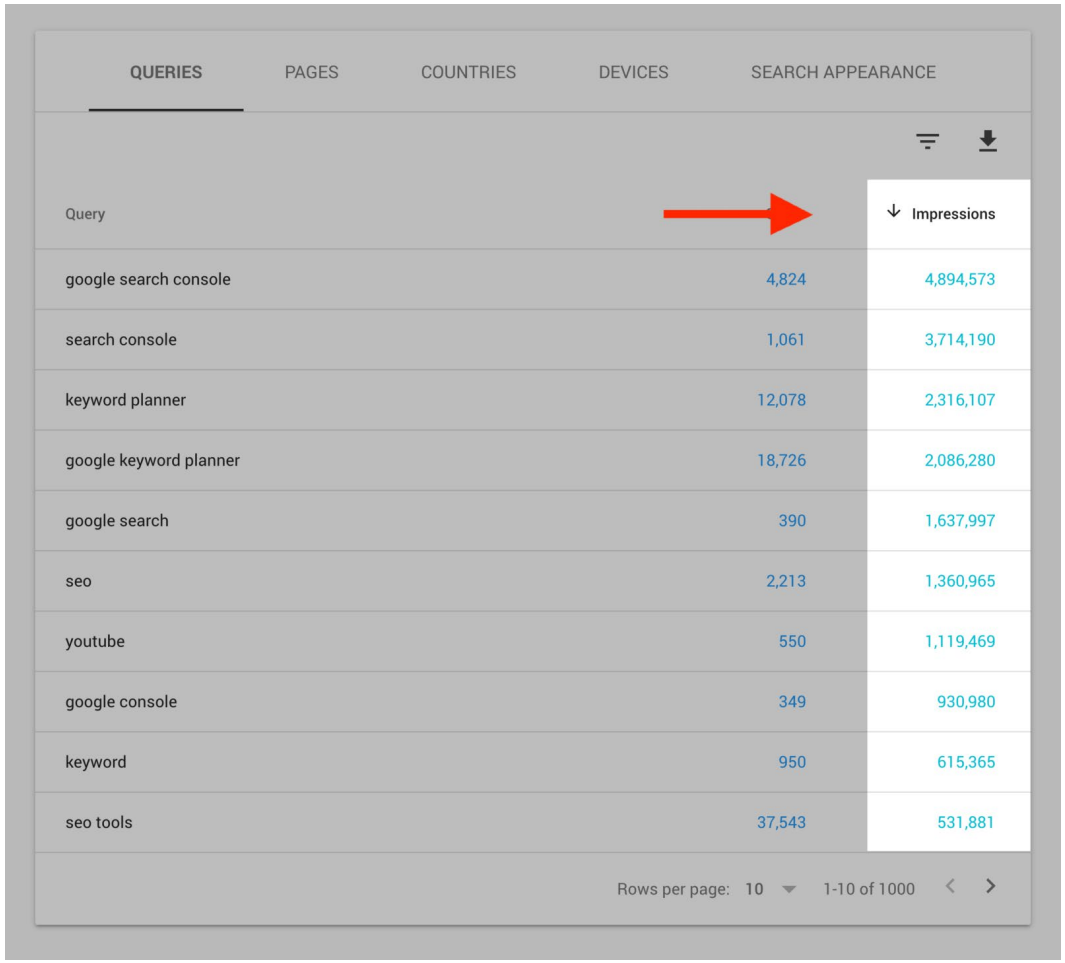
First, login to your GSC account and head over to the "Performance Report".



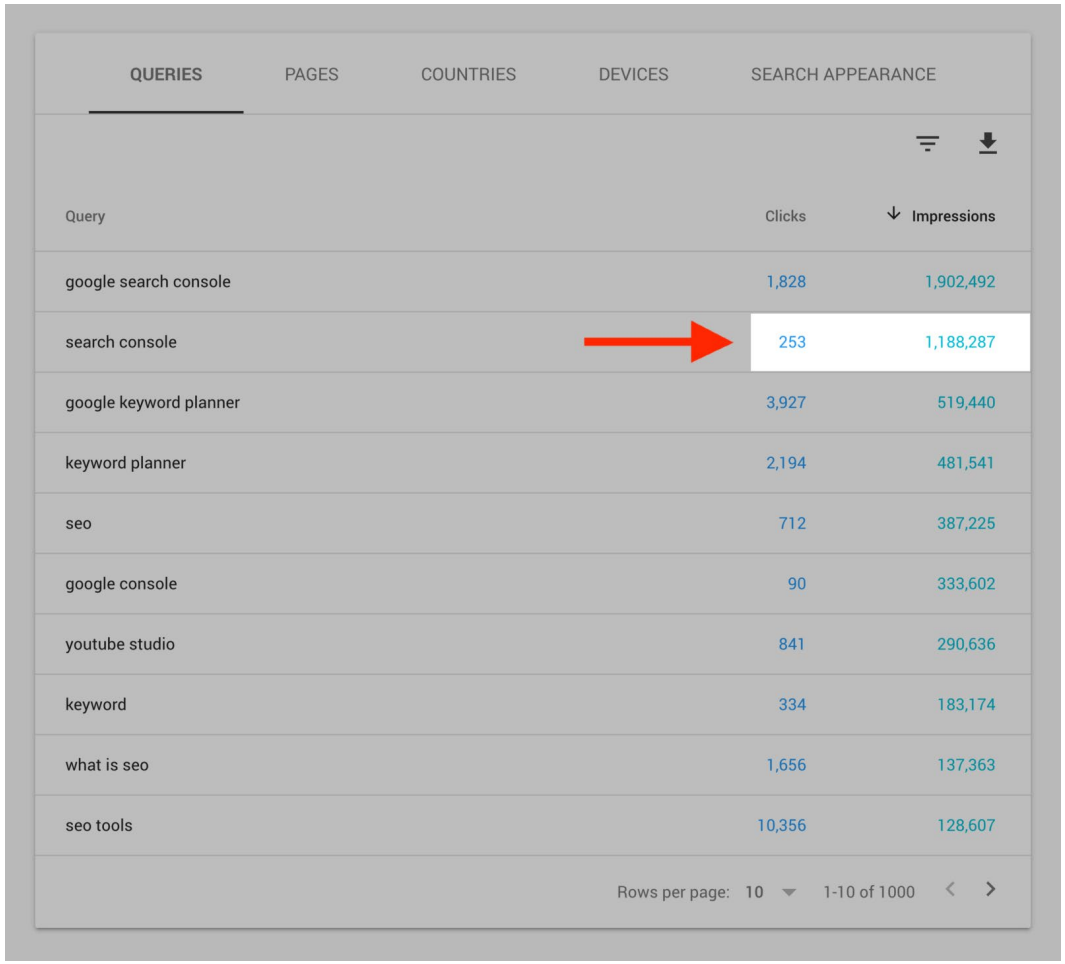
This report shows you the terms that bring in the most clicks from Google search.



Then, sort the list by “Impressions”.



This shows you keywords that get lots of impressions... but not necessarily clicks.



Finally, create a piece of content optimized around that same keyword.

Why is this a powerful strategy?

These are keywords that you KNOW people are searching for. You also know that Google sees **your site** as a good fit in the search results.

You just need to publish content that's super focused on that specific keyword (or optimize a piece of existing content around that keyword) and you're set.

Optimize Content around Synonyms and Related Keywords

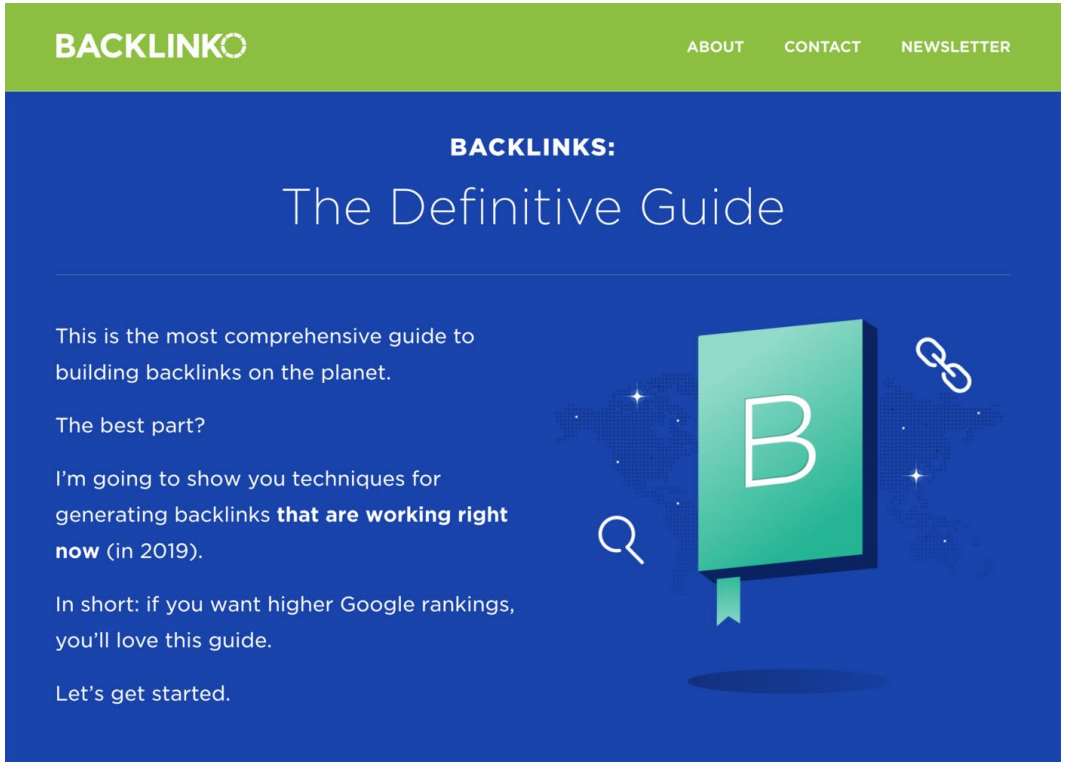
Yes, you want to optimize your page around your main keyword.

But don't stop there.

You can get even more search engine traffic to your page by optimizing it around synonyms and closely related terms.

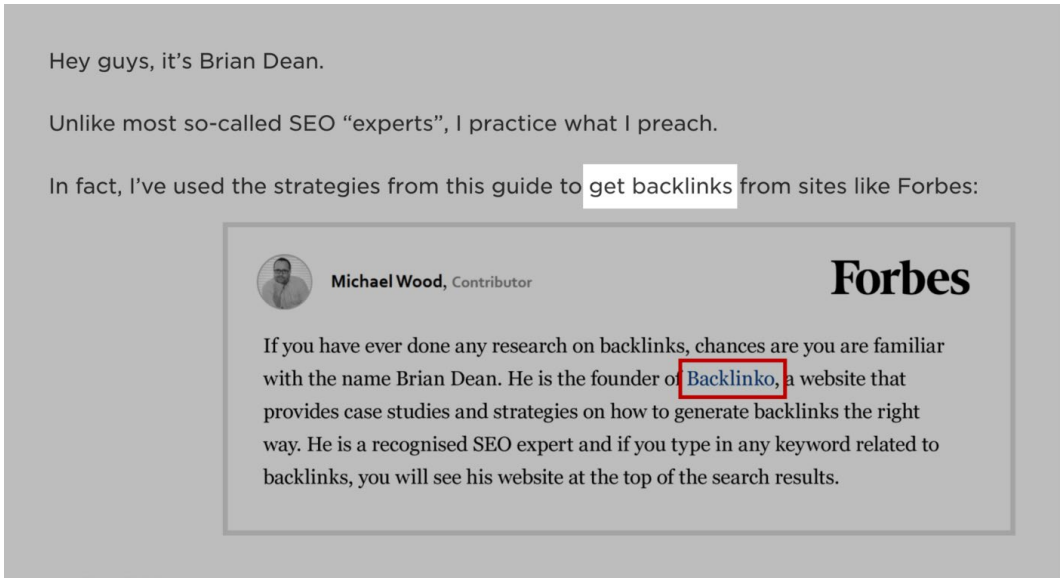
I'll show you how this works with a real life example.

Earlier this year I published this post on my blog.

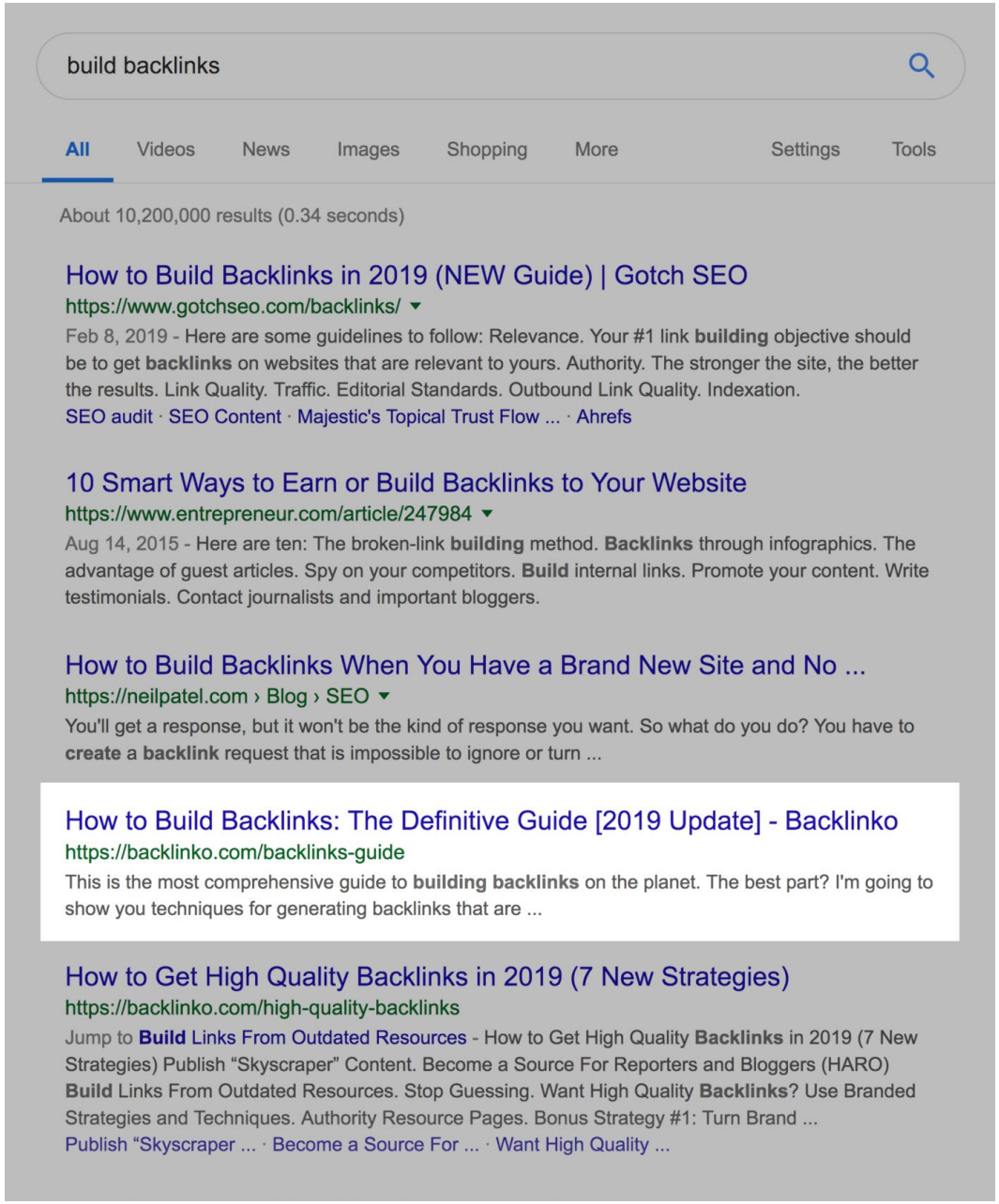

BACKLINKO
ABOUT
CONTACT
NEWSLETTER
BACKLINKS:
The Definitive Guide
This is the most comprehensive guide to building backlinks on the planet.
The best part?
I'm going to show you techniques for generating backlinks that are working right now (in 2019).
In short: if you want higher Google rankings, you'll love this guide.
Let's get started.
B

As you can probably guess, my target keyword for that page is: “build backlinks”.

But I also made sure to sprinkle in variations of that keyword, like: “get backlinks”.


Hey guys, it’s Brian Dean.
Unlike most so-called SEO “experts”, I practice what I preach.
In fact, I’ve used the strategies from this guide to get backlinks from sites like Forbes:
Michael Wood, Contributor
Forbes
If you have ever done any research on backlinks, chances are you are familiar with the name Brian Dean. He is the founder of Backlinko, a website that provides case studies and strategies on how to generate backlinks the right way. He is a recognised SEO expert and if you type in any keyword related to backlinks, you will see his website at the top of the search results.

In the end, I was able to rank in the top 5 for my main keyword...


build backlinks
All
Videos
News
Images
Shopping
More
Settings
Tools
About 10,200,000 results (0.34 seconds)
How to Build Backlinks in 2019 (NEW Guide) | Gotch SEO
https://www.gotchseo.com/backlinks/
Feb 8, 2019 - Here are some guidelines to follow: Relevance. Your #1 link building objective should be to get backlinks on websites that are relevant to yours. Authority. The stronger the site, the better the results. Link Quality. Traffic. Editorial Standards. Outbound Link Quality. Indexation.
SEO audit · SEO Content · Majestic's Topical Trust Flow ... · Ahrefs
10 Smart Ways to Earn or Build Backlinks to Your Website
https://www.entrepreneur.com/article/247984
Aug 14, 2015 - Here are ten: The broken-link building method. Backlinks through infographics. The advantage of guest articles. Spy on your competitors. Build internal links. Promote your content. Write testimonials. Contact journalists and important bloggers.
How to Build Backlinks When You Have a Brand New Site and No ...
https://neilpatel.com › Blog › SEO
You'll get a response, but it won't be the kind of response you want. So what do you do? You have to create a backlink request that is impossible to ignore or turn ...
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This is the most comprehensive guide to building backlinks on the planet. The best part? I'm going to show you techniques for generating backlinks that are ...
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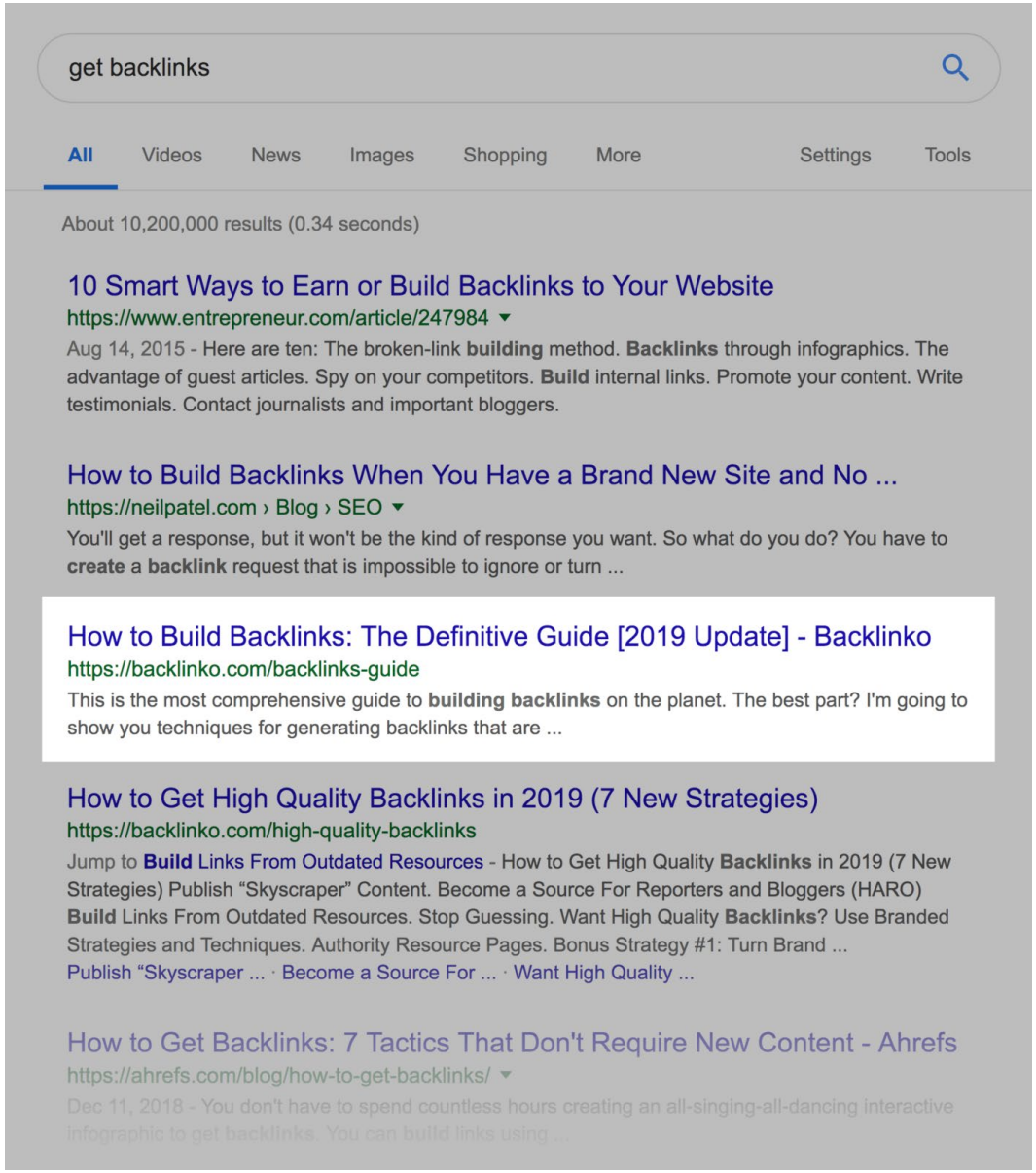
https://backlinko.com/high-quality-backlinks
Jump to Build Links From Outdated Resources - How to Get High Quality Backlinks in 2019 (7 New Strategies) Publish "Skyscraper" Content. Become a Source For Reporters and Bloggers (HARO) Build Links From Outdated Resources. Stop Guessing. Want High Quality Backlinks? Use Branded Strategies and Techniques. Authority Resource Pages. Bonus Strategy #1: Turn Brand ...
Publish "Skyscraper ... · Become a Source For ... · Want High Quality ...

...and lots of keyword variations.


get backlinks
All
Videos
News
Images
Shopping
More
Settings
Tools
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Aug 14, 2015 - Here are ten: The broken-link building method. Backlinks through infographics. The advantage of guest articles. Spy on your competitors. Build internal links. Promote your content. Write testimonials. Contact journalists and important bloggers.
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Publish "Skyscraper ... · Become a Source For ... · Want High Quality ...
How to Get Backlinks: 7 Tactics That Don't Require New Content - Ahrefs
https://ahrefs.com/blog/how-to-get-backlinks/
Dec 11, 2018 - You don't have to spend countless hours creating an all-singing-all-dancing interactive infographic to get backlinks. You can build links using ...

Ahrefs Content Gap

Content Gap has quickly become one of my favorite features in Ahrefs.

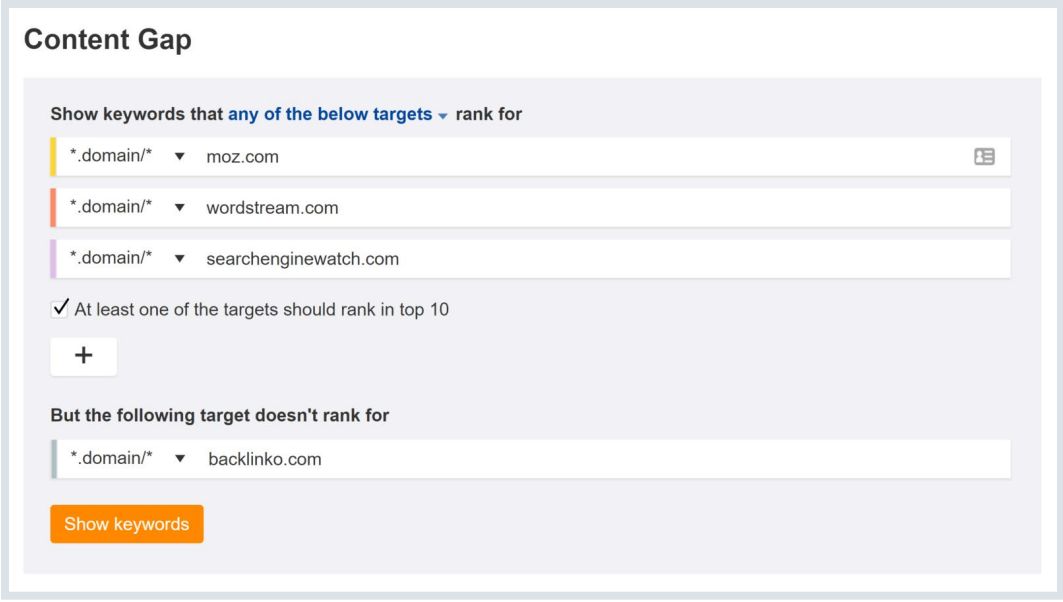
Here's how it works:

Just like with SEMRush, you can use Ahrefs to see the exact keywords another site ranks for.

And with Ahrefs Content Gap, you can take this this type of competitor analysis **to the next level.**

Here's how:

Head over to Ahrefs content gap. And put in 2-3 competing sites.


Content Gap
Show keywords that any of the below targets rank for
.domain/ moz.com
.domain/ wordstream.com
.domain/ searchenginewatch.com
At least one of the targets should rank in top 10
+
But the following target doesn't rank for
.domain/ backlinko.com
Show keywords

This will show you keywords that at least 2 of your competitors rank for... but you don't.

Keyword	Volume	KD	CPC	SERP	Highest position	
					moz.com	wordstream.c
google adwords	581,000	70	1.80	SERP	—	3
adwords	348,000	81	2.50	SERP	56	3
facebook search	298,000	60	0.30	SERP	—	5
search engines	154,000	70	0.60	SERP	17	26
bing ads	71,000	33	3.50	SERP	—	2
common interview questions	71,000	51	0.09	SERP	—	1
social media marketing	71,000	78	18.00	SERP	42	4
bing rewards	62,000	20	4.50	SERP	—	5
google ad words	56,000	79	1.60	SERP	32	6
blogs	47,000	76	—	SERP	8	—
value proposition	45,000	63	0.90	SERP	—	2

And because **multiple** competitors rank for these terms, you know that you also have a good chance of cracking the top 10.

Analyze Keywords Based on Searcher Intent

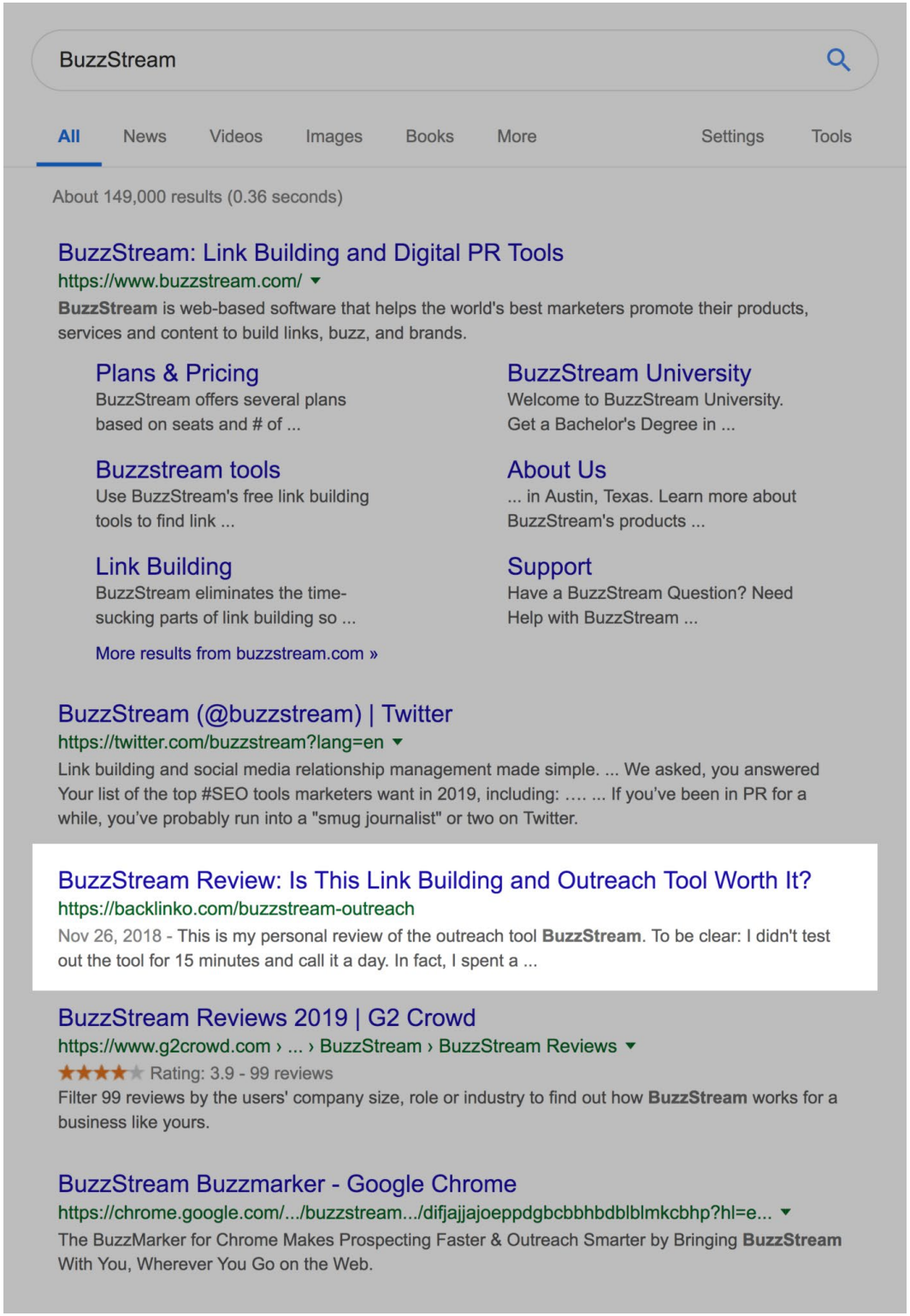
In other words, ask yourself:

What does someone searching for this keyword want to see?

Are they looking to buy? For information? Or are they looking for a specific page (like a login page)?

For example:

I recently created a post that ranks #3 for the keyword "BuzzStream".


BuzzStream
All
News
Videos
Images
Books
More
Settings
Tools
About 149,000 results (0.36 seconds)
BuzzStream: Link Building and Digital PR Tools
https://www.buzzstream.com/
BuzzStream is web-based software that helps the world's best marketers promote their products, services and content to build links, buzz, and brands.
Plans & Pricing
BuzzStream offers several plans based on seats and # of ...
BuzzStream University
Welcome to BuzzStream University. Get a Bachelor's Degree in ...
Buzzstream tools
Use BuzzStream's free link building tools to find link ...
About Us
... in Austin, Texas. Learn more about BuzzStream's products ...
Link Building
BuzzStream eliminates the time-sucking parts of link building so ...
Support
Have a BuzzStream Question? Need Help with BuzzStream ...
More results from buzzstream.com »
BuzzStream (@buzzstream) | Twitter
https://twitter.com/buzzstream?lang=en
Link building and social media relationship management made simple. ... We asked, you answered Your list of the top #SEO tools marketers want in 2019, including: …. ... If you've been in PR for a while, you've probably run into a "smug journalist" or two on Twitter.
BuzzStream Review: Is This Link Building and Outreach Tool Worth It?
https://backlinko.com/buzzstream-outreach
Nov 26, 2018 - This is my personal review of the outreach tool BuzzStream. To be clear: I didn't test out the tool for 15 minutes and call it a day. In fact, I spent a ...
BuzzStream Reviews 2019 | G2 Crowd
https://www.g2crowd.com › ... › BuzzStream › BuzzStream Reviews
Rating: 3.9 - 99 reviews
Filter 99 reviews by the users' company size, role or industry to find out how BuzzStream works for a business like yours.
BuzzStream Buzzmarker - Google Chrome
https://chrome.google.com/.../buzzstream.../difjajjajoeppdgbcbbhbdblblmkcbhp?hl=e...
The BuzzMarker for Chrome Makes Prospecting Faster & Outreach Smarter by Bringing BuzzStream With You, Wherever You Go on the Web.

Even though that keyword gets around 2k searches/month, that post only brings in 194 monthly visitors.

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	216 % of Total: 0.04% (576,312)	194 % of Total: 0.04% (510,500)	00:05:43 Avg for View: 00:03:39 (56.90%)
1. /buzzstream-outreach	**216**(100.00%)	194(100.00%)	00:05:43

What gives?

Well, as it turns out, “BuzzStream” is a navigational keyword.

Which means that most people that search for that keyword are looking for the website… **not** information about BuzzStream.

So yeah, that keyword looked great at first glance. But because it’s a navigational keyword, VERY few people click on anything but the first result. Which is why that post gets so little traffic.

That's why I recommend looking at the **Searcher Intent** of a keyword.

If the Searcher Intent is “Navigational”, then you may want to avoid that term... even if it has great CPC and monthly search volume numbers.

(As you just saw, this is a lesson I had to learn the hard way)

But if Searcher Intent is “Informational”, then a piece of content optimized around that term could do GREAT.

Find “Shoulder Keywords”

Most people ONLY optimize their site around keywords that are very closely related to what they sell.

And it’s a BIG mistake for two main reasons:

1. Keywords that people use to find your products are usually super competitive.
2. There are thousands of keywords that your potential customer searches for **when they’re not searching for that you sell.**

And if you can get in front of your customer with an awesome piece of content, they’re SUPER likely to buy from you down the road.

For example, like I mentioned earlier, I run an SEO training company.

But I don't optimize every page on my site around commercial terms.

(Like "SEO training" and "SEO courses").

Instead, I rank for keywords that my customers search for when they're **not** looking for SEO training.

(Keywords like: "link building", "on-page SEO" and "SEO Tools").

BACKLINKO ABOUT CONTACT NEWSLETTER

On-Page SEO: Anatomy of a Perfectly Optimized Page (2019 Update)

by Brian Dean Last updated Jan. 09, 2019

When it comes to on-page SEO, I'm sure you've heard enough about meta tags and keyword density for one lifetime.

BACKLINKO ABOUT CONTACT NEWSLETTER

LINK BUILDING FOR SEO:

The Definitive Guide (2019 Update)

It's no secret that link building is the most important skill in SEO.

In fact, it's a culmination of several different skills: you need to master content, sales, programming, psychology, and good old-fashioned marketing if you want other

BACKLINKO ABOUT CONTACT NEWSLETTER

SEO Tools: The Complete List (2019 Update)

by Brian Dean Last updated Jan. 07, 2019

I call these keywords “Shoulder Keywords”.

These keywords **aren’t** directly related to what you sell. But they’re keywords that your customers search for. Which makes them worth going after.

How about another example?

Let’s say you run an Ecommerce site that sells basketball hoops.

Obviously, you’d want to optimize some of your pages around terms like “buy basketball hoops online”.

But don’t stop there.

After all, someone interested in buying a basketball hoop may also search for:

- How to shoot a better free throw
- Slam dunk highlights
- How to get recruited by college scouts
- Nutrition for basketball players
- How to improve a vertical jump

So you’d want to create content around these “Shoulder Keywords” too.

Check Out This Tutorial

I think you'll agree that we covered A LOT in today's guide.

You'll be happy to hear that I recently created a video that takes the content from this guide... and condenses it into a step-by-step tutorial.

Check out the short video:

In this video you'll see the 5-step keyword research process that I personally use.

Want more actionable SEO content like this? Then make sure to subscribe to my YouTube channel right now.

SUBSCRIBE